Engineering Library

Electrical Merchandising

"Survey of the Market" Number

A McGraw-Hill Publication
Price 25 Cents

February, 1924
In Two Sections—Section One

Here's an Aeroplane View of YOUR Market, Mr. Reader! *(See Contents Page)*

The refreshing odor of greenbacks

See page 19

Adv't

Figures on Total Electrical Merchandise Sales, Customers Connected, Appliance Saturation, and Market Possibilities

—In this issue

Our obligation: To make this a safe pad-a quality pad.

Simplex Electric Heating Pads might be offered at a lower price if we could shut our eyes to a decided lowering of the safety factor and of quality of materials and workmanship.

The Simplex Electric Heating Pad represents—*first*, correct engineering, *second*, painstaking manufacture from the best materials obtainable, and *third*, examination upon examination, test upon test, of each finished pad to MAKE CERTAIN that every Simplex pad will be a builder of good will for you—and for us.

Making Simplex Electric Heating Pads SAFE, making them measure up to definite standards of quality, is part of our obligation to the consumer and to you. You may recommend these Pads to your customers with every assurance that your recommendation is justified.

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ELECTRIC HEATING PAD

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Made of hard wood with a mahogany finish. Holds one Simplex Pad at proper angle to catch customer's eye. Packed in a substantial box, easy to put together. The brilliant sign is 12" x 4½."

Electrical Merchandising, February, 1924, Vol. No. 31, No. 2. Published monthly, McGraw-Hill Co., New York, N. Y., $2.00 per year, 25 cents a copy.
Entered as second-class matter, July 21, 1916, at the Post Office at New York, under the Act of March 3, 1879.

On the Front Cover of This Issue — An Aeroplane View of *Your* Market, Mr. Reader!

STATISTICS show that for the country as a whole, there is one electrical merchant or electrical contractor for each 5,000 of population—that is, one electrical dealer to each 1,000 homes!

In the aeroplane map of an average community, spread before you on the front cover of this issue, there are approximately one thousand such homes—your market, Mr. Reader—with 5,000 people under those roofs *waiting* for *you* to serve them with electrical appliances and wiring conveniences.

Are you reaching—and selling—the people under every one of those roofs *in your town*?

Electrical Merchandising

Vol. 31 **The Business Magazine of the Electrical Trade** No. 2

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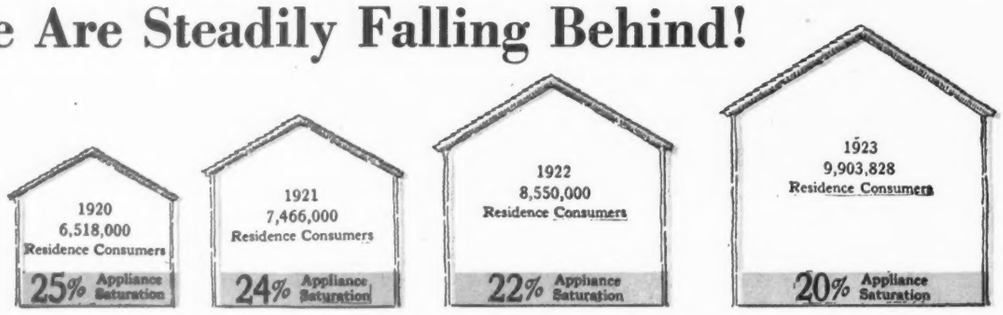
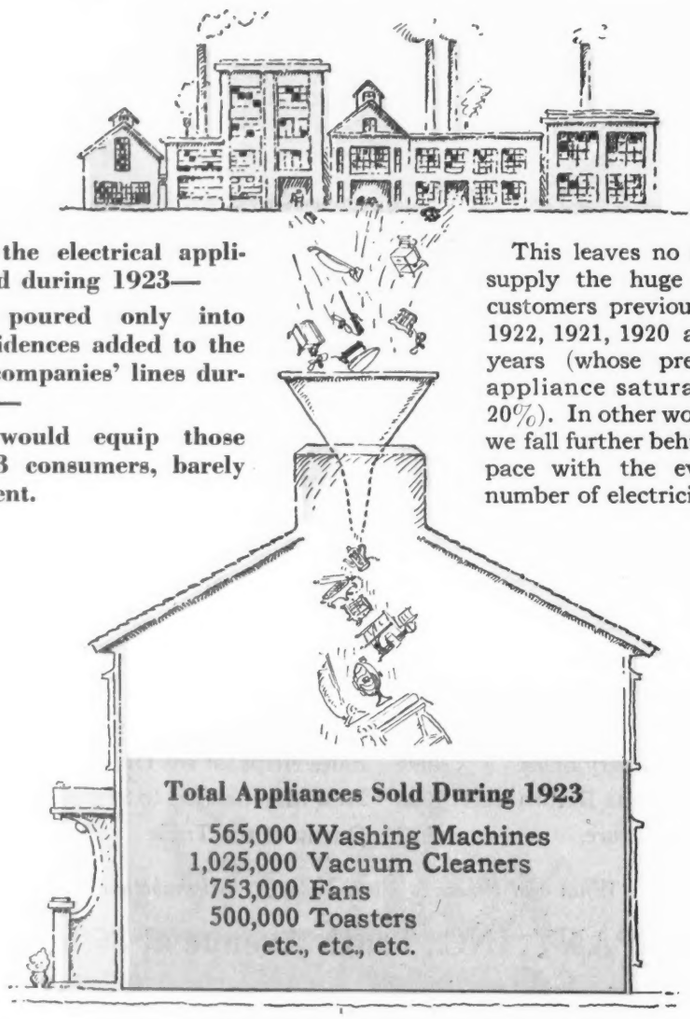
We Are Steadily Falling Behind!



Appliance Saturation Is Not Rising but Falling, Year by Year!

Here's One Reason—

Look What Happened in 1923!



If all the electrical appliances sold during 1923—

Were poured only into those residences added to the lighting companies' lines during 1923—

They would equip those new 1923 consumers, barely 60 per cent.

This leaves no appliances to supply the huge demands of customers previously added in 1922, 1921, 1920 and preceding years (whose present average appliance saturation is only 20%). In other words, each year we fall further behind in keeping pace with the ever-expanding number of electricity users.

1,353,828 *New* Residence Consumers Added During 1923

What Are *You* Going to Do About It?

Electrical Merchandising

Volume 31
Number 2

The Business Magazine of the Electrical Trade

February, 1924

A Survey of the Market

WITH this issue *Electrical Merchandising* presents some remarkable figures showing the magnitude of the business in electrical appliances and supplies, the size of the customer market, the percentage of "saturation" of appliances in use, and the market possibilities for electrical sales.

Conservative estimates from some four hundred authorities in their particular lines, carefully compiled and totaled, show that the aggregate retail value of the electrical merchandise appliances and supplies passing through the electrical trade during 1923, including cost of installation, reached $2,003,745,000. Compared with the total sales of electricity by light and power companies, which for 1923 totaled approximately $1,300,000,000, the volume of merchandise sales is seen to be considerably larger than even the receipts from the record-breaking central-station output of 66,800,000,000 kw.-hrs. during 1923.

And aside from the present market, another surprising vista of appliance sales opportunities is opened by the figures showing the number of *unwired* homes which are already *reached by central station service lines*. Our present appliance market is measured by 9,903,828 wired homes now supplied with electricity by the lighting companies. Yet the lighting companies' lines pass in front of 8,175,510 other homes which are still to be wired and made electricity consumers. These 8,175,510 homes when so equipped will practically double our existing market. In the light of such figures can any merchandising dealer overlook the importance of wiring contracting as a fundamental to merchandising success?

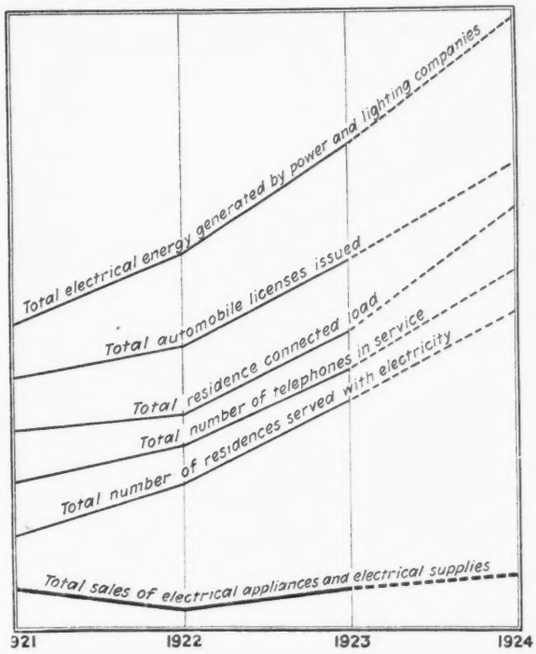
BUT huge as present electrical merchandise totals are, their growth shown from year to year has been disappointing. A steady substantial expansion is being maintained, but our total electrical merchandise output, as shown by the accompanying diagrams, is by no means keeping pace with the electrical industry's rapid growth in residence customers connected and total electricity generated, nor with such indexes of general growth as the total number of automobiles licensed or telephones in use.

Manufactured products in the general field showed an increase of 15% over 1922, according to the U. S. Department of Commerce. Iron and steel production increased 40%; copper production increased 50%; automobile production increased 60%; rubber tire manufacture increased 15%; lumber 10%; cement 20%; sanitary ware 20%, and leather 10%.

Electrical merchandise sales, taken from year to year, it will be seen, are falling behind the rate of growth of the market for such merchandise, as measured by electricity users. The precentage of "appliance saturation," — that is, the number of appliances in use per customer—is actually falling. A larger precentage of electricity users are without vacuum cleaners or washing machines or toasters today, than in 1922. And 1922's saturation was actually *lower* than that of the preceding year 1921.

Looked at another way, the total volume of electrical merchandise in 1923, had it been poured only into the homes of the customers added by the lighting companies in 1923, would have barely two-thirds equipped those homes with the principal appliances,— leaving no appliances for all the still-inadequately equipped millions of homes which were electricity customers prior to 1923.

Electrical Merchandising presents these various figures only in order to give as fair a picture as it is possible to obtain of the merchandising situation today. Each electrical man, whether manufacturer, jobber, dealer, contractor or central station sales executive, will point his own moral from the facts shown. He will make his own answer right in the field in which he is working. But measured by all the yardsticks, both inside and outside the electrical industry, any electrical man in any field must find himself confronted with an amazing unrealized opportunity.


Total electrical energy generated by power and lighting companies
Total automobile licenses issued
Total residence connected load
Total number of telephones in service
Total number of residences served with electricity
Total sales of electrical appliances and electrical supplies
1921
1922
1923
1924

Central Station Generation	
1921	36,878,000,000 kw.-hrs.
1922	38,288,300,000 kw.-hrs.
1923	44,161,000,000 kw.-hrs.

Automobile Licenses Issued	
1921	10,505,000 cars
1922	12,364,000 cars
1923	15,281,000 cars

Residence Connected Load	
1921	8,800,000 kw.
1922	10,130,000 kw.
1923	11,644,000 kw.

Total Telephones in Service	
1921	17,896,000
1922	18,700,000
1923	19,330,000

Total Residence Customers	
1921	7,466,000
1922	8,550,000
1923	9,903,828

Total Electrical Merchandise Sales	
1921	**$1,820,000,000**
1922	**1,752,575,000**
1923	**2,003,745,000**

$2,003,745,000

A Compilation of Careful Estimates by Authorities in Each Line of Merchandise Sales (Some 400 in All), Showing 1923 Volumes for the Various Classes of Electrical Products, and Expected Sales in 1924

Appliances and Merchandise	—Estimated Sales, 1923— Units	Retail Value	—Expected Sales, 1924— Units	Retail Value
Washing machines	565,000	**$70,000,000**	600,000	**$73,400,000**
Vacuum cleaners	1,025,000	**56,000,000**	1,250,000	**69,000,000**
Portable lamps	1,930,000	**17,500,000**	1,975,000	**19,750,000**
Irons	2,250,000	**13,400,000**	2,500,000	**14,750,000**
Fans	753,000	**15,000,000**	825,000	**16,500,000**
Sewing machines	625,000	**37,750,000**	705,000	**42,750,000**
Electric ranges	45,000	**6,000,000**	56,000	**7,500,000**
Ironing machines	50,000	**6,000,000**	55,000	**7,000,000**
Electric refrigerators	15,000	**5,300,000**	19,000	**6,700,000**
Kitchen power units	75,000	**3,800,000**	100,000	**5,000,000**
Radiators and heaters	385,000	**3,800,000**	425,000	**4,000,000**
Percolators and hollow-ware	280,000	**3,300,000**	360,000	**4,250,000**
Violet-ray outfits	100,000	**2,000,000**	150,000	**3,000,000**
Vibrators	85,000	**900,000**	90,000	**1,000,000**
Utility, sewing-machine and phonograph motors	225,000	**3,000,000**	225,000	**3,000,000**
Toasters	500,000	**2,300,000**	600,000	**2,700,000**
Heating pads, etc.	210,000	**1,550,000**	225,000	**1,740,000**
Curling irons	275,000	**1,250,000**	300,000	**1,360,000**
Dish washers	11,000	**1,000,000**	11,000	**1,000,000**
Waffle irons	82,000	**950,000**	95,000	**1,050,000**
Grills	195,000	**1,650,000**	190,000	**1,620,000**
Hot plates	250,000	**1,060,000**	300,000	**1,275,000**
Fireless cookers (660 watt and under)	12,000	**780,000**	15,000	**980,000**
Hair driers	14,300	**230,000**	19,000	**290,000**
Miscellaneous heating appliances	150,000	**1,250,000**	150,000	**1,250,000**
Miscellaneous motor-driven appliances	150,000	**3,750,000**	150,000	**3,750,000**
Residential fixtures	36,000,000	**240,000,000**	37,500,000	**250,000,000**
Commercial lighting units	5,000,000	**60,000,000**	6,000,000	**72,000,000**
Factory lighting equipment	.....	**30,000,000**	.....	**35,000,000**
Flashlights and renewal batteries	.....	**12,000,000**	.....	**15,000,000**
Electric toys	3,000,000	**9,000,000**	3,500,000	**10,500,000**
Electric clocks	35,000	**1,050,000**	45,000	**1,380,000**
Electric pianos, organs, etc.	.....	**6,525,000**	.....	**6,525,000**
Incandescent lamps, standard base	252,750,000	**126,000,000**	278,000,000	**139,000,000**
Miniature, automobile and candelabra lamp	170,000,000	**36,200,000**	200,000,000	**44,500,000**
Home moving picture projectors	.....	**5,000,000**	.....	**5,000,000**
Radio, amateur sets and parts	.....	**120,000,000**	.....	**240,000,000**
Stereopticons, stage lighting equipment, etc.	.....	**2,850,000**	.....	**3,000,000**
Radium-locator devices	.....	**500,000**	.....	**500,000**
Dry batteries	110,000,000	**50,000,000**	125,000,000	**56,800,000**
Fuses, plug, cartridge, renewable and non-renewal	.....	**9,000,000**	.....	**9,000,000**
Bell-ringing transformers	1,000,000	**1,400,000**	950,000	**1,350,000**
Bells, push buttons, annunciators	.....	**4,000,000**	.....	**4,000,000**
	Total	**$973,045,000**	Total	**$1,188,170,000**
Supplies				
R. C. weatherproof wire, lamp cord, etc.	.....	**100,000,000**	.....	**110,000,000**
Wiring devices, switches, sockets, plugs	283,000,000	**36,000,000**	300,000,000	**40,000,000**
Cond. rigid, flexible, surface and fittings	.....	**45,000,000**	.....	**50,000,000**
Marine electrical fittings	.....	**1,700,000**	.....	**1,850,000**
Panel boards	.....	**4,000,000**	.....	**4,000,000**
Safety switches	.....	**3,800,000**	.....	**4,000,000**
Porcelain, knobs, tubes, cleats, etc.	1,050,000,000	**7,000,000**	1,110,000,000	**7,380,000**
	Total	**$197,500,000***	Total	**$217,230,000 ***

*Note that this total for supplies does not include the very large volume of pole-line equipment, bare wire, etc., passing through the channels of the jobbers and estimated at annual sales of $40,000,000.

Is Figure for Sales of Electrical Merchandise Supplies and Installation Service in 1923

THIS compilation covers only electrical products sold by the electrical industry to the great outside buying public. It does not, for example, include equipment purchased by central stations for use in their own plants or distributing systems—in itself a tremendous volume of sales.

Care has also been taken to exclude commodities or volumes which do not pass through established retail or wholesale trade channels. Electrical merchandise which is ordinarily sold outside the electrical trade, has, however, been included when the nature of the product is such that it could be efficiently handled through electrical channels.

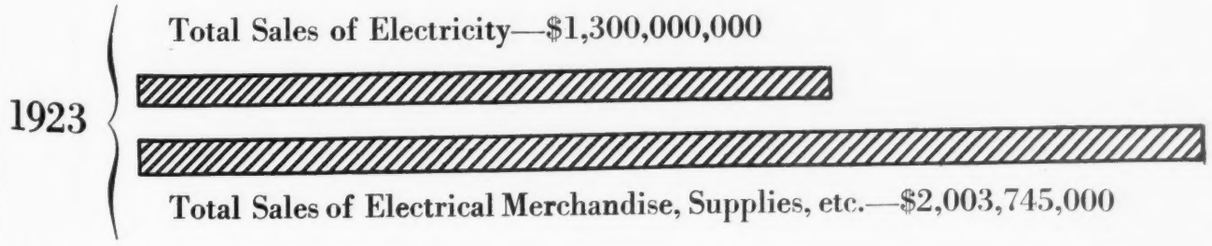
The values given in the tables are expressed in retail prices, or the prices paid for the commodities by the ultimate consumers—obviously the only basis of a common denominator on which to compare the volumes.

Applications	—Estimated Sales, 1923— Units	Retail Value	—Expected Sales, 1924— Units	Retail Value
Elec. signs and displays, flashers, etc.	.....	$60,000,000	.....	$60,000,000
Ornamental street-lighting equipment	100,000	7,500,000	120,000	9,000,000
Floodlighting projectors	.....	10,000,000	.....	10,000,000
Electrotherapeutic, physicians', dentists' and X-ray equipment	.....	14,000,000	.....	14,000,000
Automobile electrical supplies purchased during year by the owners of the 15,281,000 cars in use	.....	125,000,000	.....	160,000,000
Stg. batteries, replacements on autos	6,500,000	125,000,000	8,500,000	166,000,000
Stg. batteries for radio amateurs	.....	7,000,000	.....	10,000,000
Rectifiers and charging outfits	430,000	8,000,000	480,000	8,900,000
Portable drills, valve grinders, etc.	75,000	3,000,000	100,000	4,000,000
Air compressor sets	.....	2,100,000	.....	2,100,000
Radio equipment of commercial stations, ships and broadcasting stations	.....	1,000,000	.....	1,000,000
Intercommunicating telephones, hospital and factory calls	.....	6,000,000	.....	6,800,000
Farm lighting plants	30,000	15,600,000	39,000	19,000,000
Farm substations (trans. arrest. lines)	.....	800,000	.....	800,000
Farm-equipment, churns, cutters, milkers	.....	1,200,000	.....	1,500,000
Electric pumping outfits	50,000	7,000,000	50,000	7,000,000
Motors (100 hp. and under, not incl. fractional hp. units)	.....	85,000,000	.....	85,000,000
Control app. starters, etc., for above	.....	35,000,000	.....	35,000,000
Contracting sales, labor charges	.....	250,000,000	.....	250,000,000
Repair and maintenance	.....	60,000,000	.....	75,000,000
Electrical books, magazines	.....	10,000,000	.....	10,000,000
	Total	$833,200,000	Total	$935,100,000
Grand Total		$2,003,745,000		$2,340,500,000

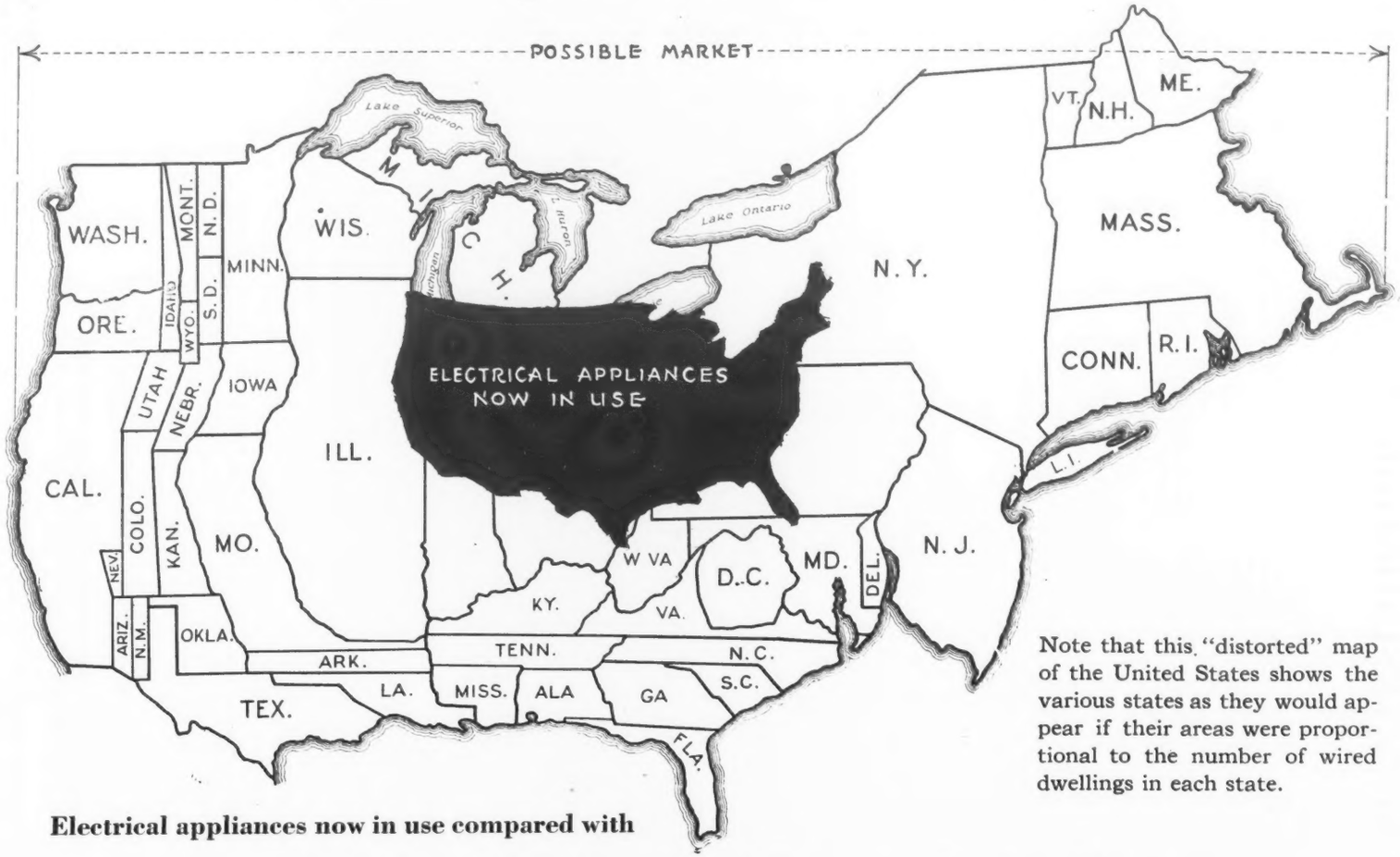
THE total retail value of the electrical merchandise, appliances and supplies passing through established electrical trade channels, for 1923, exceeded by more than half a billion dollars, the total receipts by power and light companies from the sale of 66,800,000,000 kilowatt-hours.

The above figure for merchandise sales,—more than two billion dollars,—if divided among the population of the United States—110,000,000 people, indicates total sales of about $18 per capita. But $18 per capita means $180,000 total electrical merchandise sales in a town of 10,000; or $1,800,000 in a city of 100,000! That's one way to set—and pass—an electrical sales quota for your community, or your business.

And see that you do your share of the $2,340,500,000 electrical business predicted for 1924. Your "share" is *whatever you make it!*



The Small Black Map in the Center Must Grow Faster



Note that this "distorted" map of the United States shows the various states as they would appear if their areas were proportional to the number of wired dwellings in each state.

Electrical appliances now in use compared with

The Possible Market for Electrical Appliances

If all houses now reached by electric service lines were wired and equipped with the principal appliances

Users of Electricity in the United States Domestic, Commercial and Industrial

By ROBERT M. DAVIS
Statistical Editor, "Electrical Merchandising"

State Sections	Population			Domestic Lighting Customers		Commercial Lighting Customers		Industrial Power Customers	
	Total	Urban*	Rural	Total Jan. 1, 1923	Total Potential (Including Present Customers)	Total Jan. 1, 1923	Total Potential (Including Present Customers)	Total Jan. 1, 1923	Total Potential (Including Present Customers)
UNITED STATES	105,710,613	59,447,751	46,035,772	9,887,288	16,977,555	1,990,410	3,433,640	461,470	942,390
New England	7,400,909	6,158,044	1,012,775	910,610	1,639,430	196,620	328,360	47,840	102,250
Middle Atlantic	22,261,137	17,582,909	4,678,228	2,124,320	4,450,610	516,290	1,075,450	89,180	179,040
South Atlantic	13,990,272	4,811,889	9,178,383	629,818	1,105,125	139,420	224,670	29,830	69,950
E. North Central	21,475,543	14,144,931	7,330,612	2,781,030	4,239,610	487,520	776,440	110,060	217,010
W. North Central	12,544,249	5,632,389	6,914,860	1,106,980	1,931,310	213,520	381,710	47,210	110,090
E. South Central	8,893,307	2,337,725	6,555,582	288,280	614,200	49,280	104,110	13,000	41,100
W. South Central	10,242,224	3,513,956	6,728,268	637,060	838,450	98,120	130,380	24,270	58,210
Mountain	3,336,101	1,513,474	1,822,627	361,350	438,020	57,800	70,110	16,610	24,580
Pacific	5,566,871	3,752,434	1,814,437	1,047,840	1,720,800	231,840	342,410	83,470	140,160
NEW ENGLAND									
Maine	768,014	551,055	216,959	110,550	168,960	26,210	37,190	5,160	16,260
New Hampshire	443,083	376,860	66,223	42,450	104,050	9,820	24,290	2,610	7,870
Vermont	352,428	204,464	147,864	50,220	74,540	12,490	18,570	2,470	3,780
Massachusetts	3,852,356	3,650,248	202,108	461,860	881,120	106,460	176,800	23,600	44,930
Rhode Island	604,397	359,180	15,217	72,000	137,970	12,250	23,990	4,010	10,020
Connecticut	1,380,631	1,016,227	364,404	173,530	272,790	29,390	47,520	9,990	19,390
MIDDLE ATLANTIC									
New York	10,385,222	8,890,049	1,495,173	1,062,280	2,159,160	267,330	559,380	38,770	65,810
New Jersey	3,155,900	2,658,047	497,853	376,270	648,540	74,320	150,480	17,570	44,370
Pennsylvania	8,720,015	6,034,813	2,685,202	685,770	1,642,910	174,640	365,590	32,840	68,860
SOUTH ATLANTIC									
Delaware	223,003	137,022	85,981	17,780	30,040	5,380	7,990	730	1,050
Maryland	1,449,661	922,665	526,996	111,558	222,215	24,060	48,400	6,270	12,470
Dist. of Columbia	437,571	437,571	0	39,840	60,000	13,630	14,000	580	600
Virginia	2,309,187	737,146	1,572,041	83,220	176,500	8,490	18,160	6,280	19,350
West Virginia	1,463,701	431,188	1,032,513	63,640	110,030	13,850	20,100	2,530	5,940
North Carolina	2,559,123	581,369	1,977,754	82,420	131,440	23,840	38,700	4,310	11,310
South Carolina	1,683,724	306,937	1,376,787	47,440	89,910	12,430	20,020	1,840	3,750
Georgia	2,895,832	827,745	2,068,087	104,770	161,020	21,120	30,920	4,730	9,700
Florida	968,470	430,246	538,224	79,150	123,970	16,620	26,380	2,560	5,780
EAST NORTH CENTRAL									
Ohio	5,759,394	3,915,235	1,844,159	736,850	1,145,270	110,990	179,910	27,720	57,790
Indiana	2,930,390	1,654,750	1,275,640	322,500	604,680	53,260	99,570	15,870	35,900
Illinois	6,485,280	4,756,462	1,728,818	1,004,830	1,410,600	183,950	283,970	29,920	51,340
Michigan	3,668,412	2,445,226	1,223,186	487,430	670,480	84,080	115,740	19,920	29,260
Wisconsin	2,632,067	1,373,258	1,258,809	229,420	408,580	55,240	97,250	16,630	42,720
WEST NORTH CENTRAL									
Minnesota	2,387,125	1,205,541	1,181,584	303,890	365,630	57,680	79,610	11,650	24,690
Iowa	2,404,021	1,075,626	1,328,395	193,140	396,570	43,750	80,750	9,210	19,890
Missouri	3,404,055	1,797,910	1,606,145	306,840	586,140	57,930	117,230	13,140	30,600
North Dakota	646,872	125,264	521,608	16,380	45,050	2,910	8,540	4,090	2,630
South Dakota	636,547	161,097	478,450	31,760	61,830	5,770	11,120	1,930	4,440
Nebraska	1,296,372	522,963	773,409	72,080	193,970	14,270	38,480	3,900	9,920
Kansas	1,769,257	743,988	1,025,269	182,890	282,120	31,210	45,980	6,290	17,920
EAST SOUTH CENTRAL									
Kentucky	2,416,630	705,516	1,711,114	83,250	198,220	17,010	37,900	4,460	15,190
Tennessee	2,337,885	670,552	1,667,333	92,590	188,830	16,480	32,820	4,220	10,420
Alabama	2,348,174	640,062	1,708,112	80,750	146,690	9,150	16,450	2,720	9,980
Mississippi	1,790,618	321,595	1,469,023	31,690	80,460	6,640	16,940	1,600	5,510
WEST SOUTH CENTRAL									
Arkansas	1,752,204	368,737	1,383,467	74,620	101,010	14,080	18,600	2,260	5,580
Louisiana	1,798,509	661,186	1,137,323	72,320	120,800	16,730	26,990	3,320	6,970
Oklahoma	2,028,283	699,497	1,328,786	126,320	182,530	18,470	26,570	8,870	20,680
Texas	4,663,228	1,784,536	2,878,692	363,800	434,110	48,840	58,220	9,820	24,980
MOUNTAIN									
Montana	548,889	203,819	345,070	47,480	61,720	9,040	12,000	4,300	5,940
Idaho	431,866	155,600	276,266	44,120	48,480	10,700	12,180	1,350	2,250
Wyoming	194,402	90,751	103,651	23,850	27,630	3,350	3,790	860	1,400
Colorado	939,629	494,555	445,074	125,210	147,930	17,240	20,150	6,440	9,120
New Mexico	360,350	87,352	272,998	17,490	22,660	2,960	3,990	610	1,370
Arizona	334,162	154,033	180,129	21,580	39,210	2,750	4,880	750	1,210
Utah	449,396	285,892	163,504	70,130	76,150	9,860	10,930	1,950	2,550
Nevada	77,407	41,472	35,935	11,490	14,240	1,900	2,190	350	740
PACIFIC									
Washington	1,356,621	838,090	518,531	215,090	326,640	38,360	56,350	10,530	22,120
Oregon	783,389	446,796	336,593	103,310	178,360	18,340	30,440	6,800	11,490
California	3,426,861	2,467,548	959,313	729,440	1,215,800	175,140	255,620	66,140	106,550

*Cities and towns of over 1,000 population.

Capital Involved in the Future Growth of the Central-Station Industry

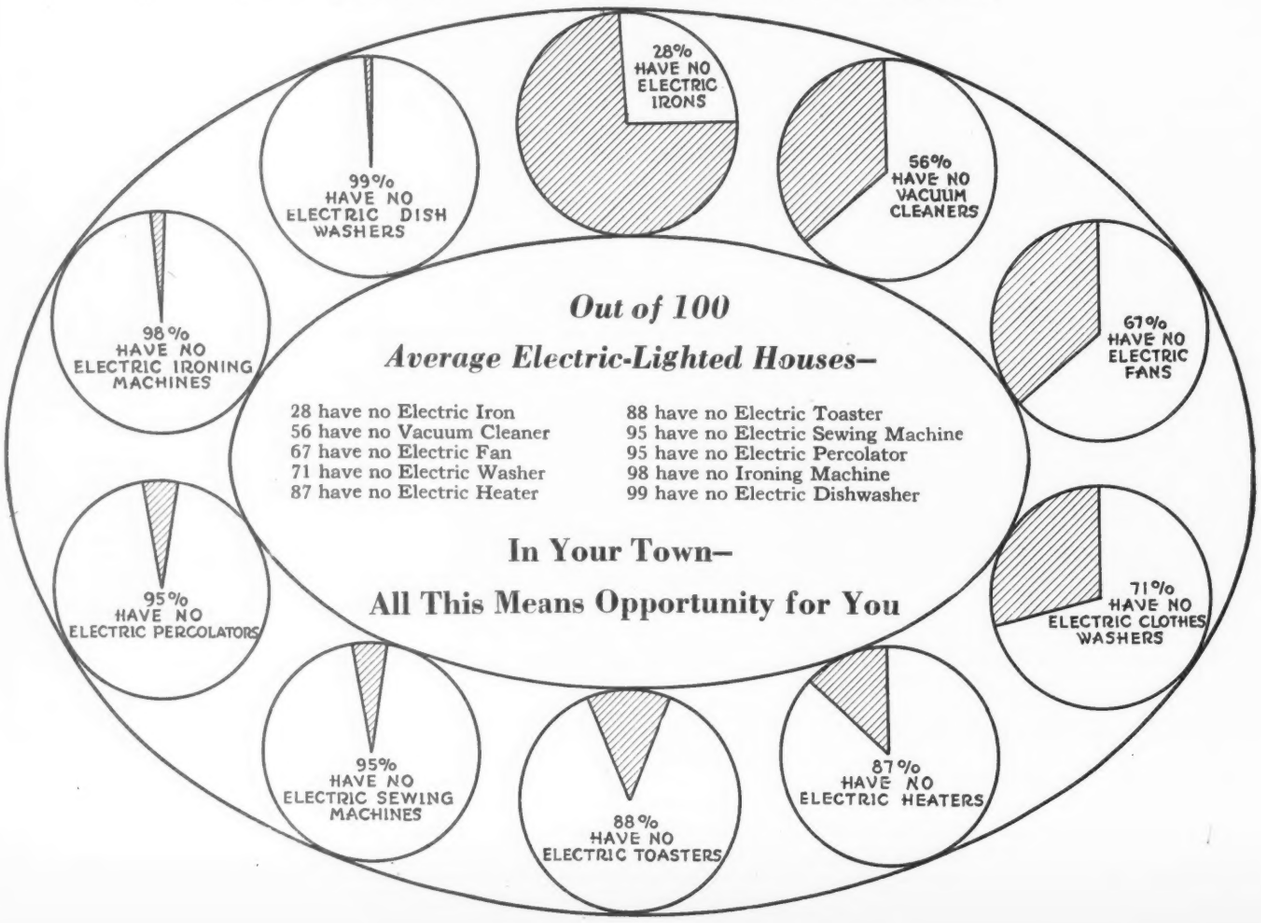
	Jan. 1, 1923 to Jan. 1, 1928	Jan. 1, 1923 to Jan. 1, 1933
Value of extensions to steam-electric generating plants	$1,101,591,000	$2,517,930,000
Value of extensions to hydro-electric generating plants	440,240,000	940,100,000
Value of extensions to transmission systems	566,130,000	1,090,750,000
Value of extensions to distribution systems	680,720,000	1,602,640,000
Total new capital needed by the central-station industry	$2,788,681,000	$6,151,420,000

Number and Value of Electrical Appliances in Use in the Homes of the United States at the Close of 1923

Device	Average Price	Number in Use	Total Retail Value	Number per Wired Home	Value per Wired Home
Electric flatirons	$5	8,500,000	$42,500,000	0.859	$4.25
Vacuum cleaners	50	4,300,000	215,000,000	0.435	21.73
Electric fans	1	3,800,000	57,000,000	0.384	5.76
Electric clothes washers	125	3,300,000	412,500,000	0.334	41.73
Heaters and radiators	15	1,500,000	22,500,000	0.152	2.28
Toasters	5	1,300,000	6,500,000	0.132	.66
Percolators	10	600,000	6,000,000	0.061	.61
Sewing-machine motors	15	550,000	8,250,000	0.050	.83
Ironing machines	120	160,000	19,200,000	0.016	1.94
Dishwashers	100	100,000	10,000,000	0.010	1.01
Total value of above	$460				$80.80

"The People Who Have Appliances Seem to Be Sadly in the Minority"

A Graphic Showing of the Percentages of Present Electricity Consumers Who Have and Have Not Electrical Devices of Various Kinds


28% HAVE NO ELECTRIC IRONS
56% HAVE NO VACUUM CLEANERS
67% HAVE NO ELECTRIC FANS
71% HAVE NO ELECTRIC CLOTHES WASHERS
87% HAVE NO ELECTRIC HEATERS
88% HAVE NO ELECTRIC TOASTERS
95% HAVE NO ELECTRIC SEWING MACHINES
95% HAVE NO ELECTRIC PERCOLATORS
98% HAVE NO ELECTRIC IRONING MACHINES
99% HAVE NO ELECTRIC DISH WASHERS
Out of 100
Average Electric-Lighted Houses—
28 have no Electric Iron
56 have no Vacuum Cleaner
67 have no Electric Fan
71 have no Electric Washer
87 have no Electric Heater
88 have no Electric Toaster
95 have no Electric Sewing Machine
95 have no Electric Percolator
98 have no Ironing Machine
99 have no Electric Dishwasher
In Your Town—
All This Means Opportunity for You

If the 8,175,510 Unwired Homes Now Reached by Central-Station Lines, Were Wired—

How Another Huge Market for Electrical Appliances Waits Upon the Wiring of Dwellings Everywhere, Past Whose Doors Electric-Service Lines Already Run

Table I—Value, When Wired, of Unwired Homes Within Reach of Central-Station Lines as Probable Purchasers and Users of Vacuum Cleaners

Section	Number of Potential Domestic Lighting Customers (Not Including Present Customers)	Probable Number of Vacuum Cleaners per 1,000 Customers	Total Probable Number of Vacuum Cleaners Sold if Potential Customers Are Developed	Average Retail Value of Vacuum Cleaners	Total Value of Potential Customers as Buyers of Vacuum Cleaners	Average Number of Hours in Service per Year per Vacuum Cleaner	Total Number of Service-Hours per Year	Service Cost per Hour (Based on 10 Cents per Kw.-hr.), Cents	Added Revenue to Central Stations from Sale of Energy	Total Value of Potential Customers as Purchasers and Users of Vacuum Cleaners
United States	8,175,510	440	4,528,005	$50.00	$226,400,250	300	1,358,401,500	1.75	$23,772,027	$250,172,276
New England	1,634,680	670	1,095,236	50.00	54,761,800	300	328,570,800	1.75	5,749,989	60,511,789
Middle Atlantic	2,571,330	695	1,787,074	50.00	89,353,700	300	536,122,200	1.75	9,382,139	98,735,839
South Atlantic	298,000	163	48,574	50.00	2,428,700	300	14,572,200	1.75	255,014	2,683,714
East North Central	1,771,160	513	908,605	50.00	45,430,250	300	272,581,500	1.75	4,770,176	50,200,426
West North Central	1,080,240	370	399,688	50.00	19,984,400	300	119,906,400	1.75	2,098,362	22,082,762
East South Central	239,000	44	10,516	50.00	525,800	300	3,154,800	1.75	55,209	581,009
West South Central	251,000	145	36,395	50.00	1,819,750	300	10,918,500	1.75	191,074	2,010,823
Mountain	90,100	570	51,357	50.00	2,567,850	300	15,407,100	1.75	269,624	2,837,474
Pacific	240,000	794	190,560	50.00	9,528,000	300	57,168,000	1.75	1,000,440	10,528,440

Table II—Value, When Wired, of Unwired Homes and Commercial Establishments Within Reach of Central-Station Lines as Probable Purchasers and Users of Electric Fans

Section	Number of Potential Domestic and Commercial Lighting Customers (Not Including Present Customers)	Probable Number of Fans per 1,000 Customers	Total Probable Number of Fans Sold if Potential Customers Are Developed	Average Retail Price of Fans	Total Value of Potential Customers as Buyers of Fans	Average Number of Hours in Service per Year per Fan	Total Number of Service-Hours per Year	Service Cost per Hour (Based on 10 Cents per Kw.-hr.), Cents	Added Revenue to Central Stations from Sale of Energy	Total Value of Potential Customers as Purchasers and Users of Fans
United States	9,697,248	370	2,999,934	$20	$59,998,680	154	462,139,200	0.75	$3,541,043	$63,539,723
New England	1,782,460	260	463,320	20	9,266,400	100	46,332,000	0.75	422,490	9,688,890
Middle Atlantic	3,158,788	294	928,683	20	18,573,660	150	139,302,450	0.75	1,044,768	19,618,428
South Atlantic	356,000	171	60,876	20	1,217,520	250	15,219,000	0.75	114,143	1,331,663
East North Central	2,120,000	270	572,400	20	11,448,000	150	85,860,000	0.75	643,950	12,091,950
West North Central	1,296,000	403	522,288	20	10,445,760	150	78,343,200	0.75	587,574	11,033,334
East South Central	287,000	170	48,790	20	975,800	250	12,197,500	0.75	91,481	1,067,281
West South Central	301,000	497	149,597	20	2,991,940	250	37,399,250	0.75	280,494	3,272,434
Mountain	108,000	613	66,204	20	1,324,080	150	9,930,600	0.75	74,479	1,398,559
Pacific	288,000	652	187,776	20	3,755,520	200	37,555,200	0.75	281,664	4,037,184

Table III—Value, When Wired, of Unwired Homes Within Reach of Central-Station Lines as Probable Purchasers and Users of Electric Washing Machines

Section	Number of Potential Domestic Lighting Customers (Not Including Present Customers)	Probable Number of Washing Machines per 1,000 Customers	Total Probable Number of Washing Machines Sold if Potential Customers Are Developed	Average Retail Price of Washing Machines	Total Value of Potential Customers as Buyers of Washing Machines	Average Number of Hours in Service per Year per Washing Machine	Total Number of Service-Hours per Year	Service Cost per Hour (Based on 4 Cents per Kw.-hr.), Cents	Added Revenue to Central Stations from Sale of Energy	Total Value of Potential Customers as Purchasers and Users of Washing Machines
United States	8,175,510	295	2,617,259	$125	$327,252,100	85	222,447,015	3.00	$6,673,411	$333,925,510
New England	1,634,680	182	297,512	125	37,189,000	85	25,288,520	3.00	758,656	37,947,655
Middle Atlantic	2,571,330	312	802,255	125	100,281,875	85	68,191,675	3.00	2,045,750	102,327,625
South Atlantic	298,000	57	16,986	125	2,123,250	85	1,443,810	3.00	43,314	2,166,564
East North Central	1,771,160	473	837,000	125	104,719,750	85	71,125,000	3.00	2,133,750	106,853,500
West North Central	1,080,240	396	427,775	125	53,471,875	85	36,360,875	3.00	1,090,826	54,562,701
East South Central	239,000	26	6,214	125	776,750	85	528,190	3.00	15,846	792,596
West South Central	251,000	254	63,754	125	7,969,250	85	5,419,090	3.00	162,573	8,131,823
Mountain	90,100	428	38,563	125	4,820,350	85	3,277,855	3.00	98,336	4,918,686
Pacific	240,000	530	127,200	125	15,900,000	85	10,812,000	3.00	324,360	16,224,360

Table IV—Value, When Wired, of Unwired Homes Within Reach of Central-Station Lines as Probable Purchasers and Users of Electric Ranges

Section	Number of Potential Domestic Lighting Customers (Not Including Present Customers)	Probable Number of Electric Ranges per 1,000 Customers	Total Probable Number of Electric Ranges Sold if Potential Customers Are Developed	Average Retail Price of Electric Ranges	Total Value of Potential Customers as Buyers of Electric Ranges	Average Number of Hours in Service per Year per Electric Range	Total Number of Service-Hours per Year	Service Cost per Hour (Based on 4 Cents per Kw.-hr.), Cents	Added Revenue to Central Stations from Sale of Energy	Total Value of Potential Customers as Purchasers and Users of Electric Ranges
United States	8,175,510	16	56,515	$160	$9,042,336	1,100	64,166,500	5.00	$3,208,325	$12,250,661
New England	1,634,680	2	3,269	160	523,040	1,100	3,595,900	5.00	179,795	702,835
Middle Atlantic	2,571,330	2	5,142	160	822,720	1,100	5,656,200	5.00	282,810	1,105,530
South Atlantic	298,000	21	6,258	160	1,001,280	1,100	8,883,800	5.00	444,190	1,445,470
East North Central	1,771,160	3	5,313	160	850,080	1,100	5,844,300	5.00	292,215	1,142,295
West North Central	1,080,240	15	16,200	160	2,592,000	1,100	17,820,000	5.00	891,000	3,483,000
East South Central	239,000	12	2,868	160	458,880	1,100	3,154,800	5.00	157,740	616,620
West South Central	251,000	22	5,522	160	883,520	1,100	6,074,200	5.00	303,710	1,187,230
Mountain	90,100	26	2,343	160	374,816	1,100	2,577,300	5.00	128,865	503,681
Pacific	240,000	40	9,600	160	1,536,000	1,100	10,560,000	5.00	528,000	2,064,000

Table V—Value, When Wired, of Unwired Homes Within Reach of Central-Station Lines as Probable Purchasers and Users of Electric Ironing Machines

Sections	Estimated Number of Potential Domestic Lighting Customers (Not Including Present Customers)	Probable Number of Ironing Machines per 1,000 Customers	Total Probable Number of Ironing Machines Sold if Potential Customers Are Developed	Average Retail Price of Ironing Machines	Total Value of Potential Customers as Buyers of Ironing Machines	Average Number of Hours in Service per Year per Ironing Machine	Total Number of Service-Hours per Year	Service Cost per Hour (Based on 10 Cents per Kw.-hr.), Cents	Added Revenue to Central Stations From Sale of Energy	Total Value of Potential Customers as Purchasers and Users of Ironing Machines
United States.....	8,175,510	12	120,249	$120	$14,429,880	150	18,047,350	4.00	$735,894	$15,165,774
New England.....	1,634,680	7	11,443	120	1,373,160	150	1,716,450	4.00	82,658	1,455,818
Middle Atlantic.....	2,571,330	17	43,713	120	5,245,560	150	6,556,950	4.00	262,278	5,507,838
South Atlantic.....	298,000	4	1,192	120	143,040	150	178,800	4.00	7,152	150,192
East North Central....	1,771,160	19	33,652	120	4,038,240	150	5,057,800	4.00	202,312	4,240,552
West North Central..	1,080,240	21	22,685	120	2,722,200	150	3,402,750	4.00	136,110	2,858,310
East South Central...	239,000	3	717	120	86,040	150	107,550	4.00	4,302	90,342
West South Central..	251,000	6	1,506	120	180,720	150	225,900	4.00	9,036	189,756
Mountain.....	90,100	14	1,261	120	151,320	150	189,150	4.00	7,566	158,886
Pacific.....	240,000	17	4,080	120	489,600	150	612,000	4.00	24,480	514,080

Table VI—Value, When Wired, of Unwired Homes Within Reach of Central-Station Lines as Probable Purchasers and Users of Electric Dishwashers

Sections	Number of Potential Domestic Lighting Customers (Not Including Present Customers)	Probable Number of Dish-Washers per 1,000 Customers	Total Probable Number of Dishwashers Sold if Potential Customers Are Developed	Average Retail Price of Dish-Washers	Total Value of Potential Customers as Buyers of Dish-Washers	Average Number of Hours in Service per Year per Dish-Washers	Total Number of Service-Hours per Year	Service Cost per Hour (Based on 10 Cents per Kw.-hr.), Cents	Added Revenue to Central Stations From Sale of Energy	Total Value of Potential Customers as Purchasers and Users of Dish-Washers
United States.....	8,175,510	11	100,057	$100	$10,005,600	360	36,019,520	2.5	$901,388	$10,906,988
New England.....	1,634,680	8	13,077	100	1,307,700	360	4,706,720	2.5	117,668	1,425,368
Middle Atlantic.....	2,571,330	18	46,284	100	4,628,400	360	16,662,240	2.5	416,556	5,044,956
South Atlantic.....	298,000	4	1,192	100	119,200	360	429,120	2.5	11,628	130,828
East North Central....	1,771,160	12	21,254	100	2,125,400	360	7,651,440	2.5	191,286	2,316,686
West North Central..	1,080,240	8	8,641	100	864,000	360	3,110,760	2.5	77,769	941,769
East South Central...	239,000	2	478	100	47,800	360	172,080	2.5	4,302	52,102
West South Central..	251,000	9	2,259	100	225,900	360	813,240	2.5	20,331	246,231
Mountain.....	90,100	15	1,352	100	135,200	360	486,720	2.5	12,168	147,368
Pacific.....	240,000	23	5,520	100	552,000	360	1,987,200	2.5	49,680	601,680

Table VII—Value, When Wired, of Unwired Homes Within Reach of Central-Station Lines as Probable Purchasers and Users of Electric Sewing Machines

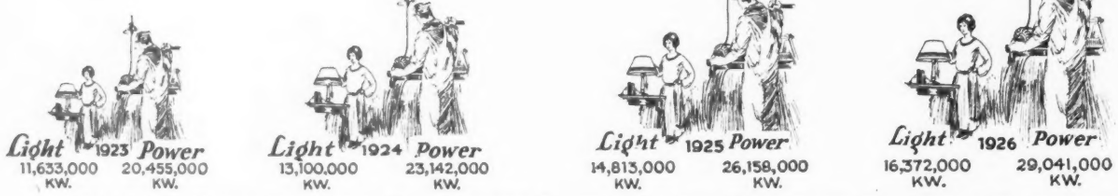
Sections	Number of Potential Domestic Lighting Customers (Not Including Present Customers)	Probable Number of Sewing Machines per 1,000 Customers	Total Probable Number of Electric Sewing Machines Sold if Potential Customers Are Developed	Average Retail Value of Electric Sewing Machines	Total Value of Potential Customers as Buyers of Sewing Machines	Average Number of Hours in Service per Year per Sewing Machine	Total Number of Service-Hours per Year	Service Cost per Hour (Based on 10 Cents per Kw.-hr.), Cents	Added Revenue to Central Stations From Sale of Energy	Total Value of Potential Customers as Purchasers and Users of Sewing Machines
United States.....	8,175,510	48	310,961	$70	$21,767,270	260	80,849,860	0.75	$606,373	$22,373,643
New England.....	1,634,680	26	42,502	70	2,975,140	260	11,050,520	0.75	82,879	3,058,019
Middle Atlantic.....	2,571,330	28	71,997	70	5,039,790	260	18,719,220	0.75	140,394	5,180,184
South Atlantic.....	298,000	51	15,198	70	1,063,860	260	3,951,480	0.75	29,636	1,093,496
East North Central....	1,771,160	52	92,100	70	6,447,000	260	23,946,000	0.75	179,595	6,626,595
West North Central..	1,080,240	35	37,800	70	2,646,000	260	9,828,000	0.75	73,710	2,719,710
East South Central...	239,000	22	8,365	70	585,550	260	2,174,900	0.75	16,312	601,862
West South Central..	251,000	52	13,052	70	913,640	260	3,393,520	0.75	25,451	939,091
Mountain.....	90,100	66	5,947	70	416,290	260	1,546,220	0.75	11,596	427,886
Pacific.....	240,000	100	24,000	70	1,680,000	260	6,240,000	0.75	46,800	1,726,800

Table VIII — Conservative Estimates of New Business Obtainable in the Field of Residence Lighting Based Upon a Detailed Survey of Present Conditions and an Analysis of Lighting Requirements

	New Business from Present Wired Homes[1]	New Busines from All Homes[2]
Lamps in sockets	$70,000,000	$360,000,000
Lamp renewals per year	[3]16,000,000	[4]100,000,000
Central-station revenue per year at 10 cents per kw.-hr.	160,000,000	1,075,000,000
Convenience-outlets installed at $5 each	260,000,000	1,100,000,000
Portable lamps at $10 each	500,000,000	2,040,000,000
Wall-brackets at $5 each	250,000,000	1,100,000,000
Ceiling-fixtures at $10 each	280,000,000	1,600,000,000
Shades for ceiling-fixtures and wall-brackets at $1.50 each	200,000,000	1,000,000,000

This "conservative ideal" home is one wired and lighted for convenient and adequate ultilitarian lighting

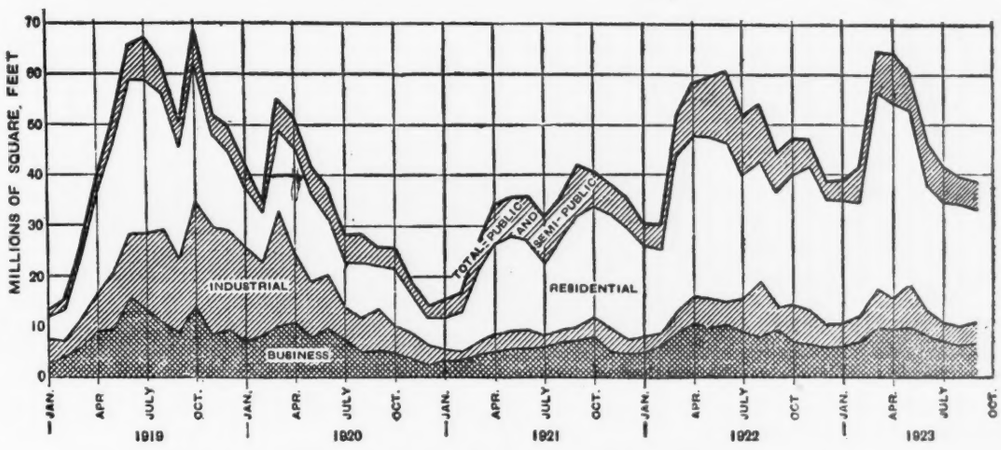
[1] New business if the present wired homes are raised to the standard of "conservative ideal" home.
[2] New business if all homes are raised to the standard of "conservative ideal" home.
[3]—Total lamp renewals per year: $38,400,000. [4]—Total lamp renewals per year: $130,000,000.



CONNECTED LIGHT AND POWER LOADS OF THE CENTRAL STATION WILL SHOW CONSISTENT GROWTH DURING NEXT FOUR YEARS

Business Trends in Other Fields

Straws Which Show the Electrical Man the Drift of Sales in Fields Related to the Selling of Electrical Services and Electrical Appliances

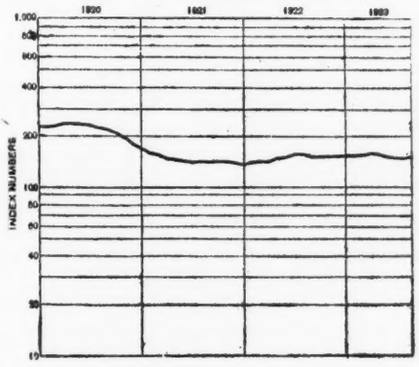


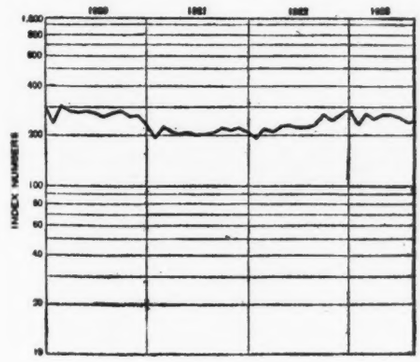
This chart shows an analysis of the volume of building contracts awarded, by classes, over a five-year period

Here Are Two Interesting Charts

that show how the two years preceding 1922 compare with 1922 and 1923

Level of Wholesale Prices





Bank Clearings
(Outside of New York City)

Nine Reasons Why Retail Sales Are Apt to Be Good During 1924

A Two-Year Record, by Quarterly Periods, in Nine Important Lines of Industry

	Industry		1922	1923
1	Building Contracts Awarded	First Quarter	637,430,000	780,789,000
		Second Quarter	1,059,192,000	1,055,434,000
		Third Quarter	943,581,000	780,856,000
		Fourth Quarter	712,716,000	889,860,000
		Total	$3,352,919,000	$3,506,939,000
2	Passenger Automobiles (Number manufactured)	First Quarter	343,829	798,362
		Second Quarter	692,739	1,032,411
		Third Quarter	662,272	910,614
		Fourth Quarter	640,928	909,703
		Total	2,339,768	3,635,090
3	Mail Order Houses	First Quarter	61,812,000	86,315,000
		Second Quarter	63,491,000	84,897,000
		Third Quarter	56,528,000	70,839,000
		Fourth Quarter	93,802,000	116,243,000
		Total	$275,633,000	$358,294,000
4	Five and Ten Cent Stores	First Quarter	52,137,000	65,929,000
		Second Quarter	65,073,000	75,245,000
		Third Quarter	65,297,000	74,668,000
		Fourth Quarter	97,754,000	113,380,000
		Total	$280,261,000	$329,222,000
5	Other Chain Stores	First Quarter	29,298,000	33,635,000
		Second Quarter	36,637,000	40,872,000
		Third Quarter	36,938,000	40,638,000
		Fourth Quarter	46,372,000	53,667,000
		Total	$149,245,000	$168,812,000
6	Bank Clearings (Outside of New York City)	First Quarter	35,645,000,000	45,417,000,000
		Second Quarter	38,781,000,000	45,959,000,000
		Third Quarter	39,479,000,000	42,485,000,000
		Fourth Quarter	44,280,000,000	47,781,000,000
		Total	$158,185,000,000	$181,642,000,000
7	Electrical Energy Generated (Central stations and electric railways)	First Quarter	11,094,406,000 kw.-hr.	13,806,068,000 kw.-hr.
		Second Quarter	11,255,541,000 kw.-hr.	13,649,534,000 kw.-hr.
		Third Quarter	11,995,436,000 kw.-hr.	13,782,267,000 kw.-hr.
		Fourth Quarter	13,357,478,000 kw.-hr.	15,285,000,000 kw.-hr.
		Total	47,702,861,000 kw.-hr.	56,522,869,000 kw.-hr.
8	Pig Iron Production	First Quarter	5,311,000 long tons	9,745,000 long tons
		Second Quarter	6,740,000 long tons	11,084,000 long tons
		Third Quarter	6,255,000 long tons	10,240,000 long tons
		Fourth Quarter	8,575,000 long tons	8,937,000 long tons
		Total	26,881,000 long tons	40,006,000 long tons
9	Copper Production	First Quarter	125,569,000 lbs.	336,564,000 lbs.
		Second Quarter	264,296,000 lbs.	369,074,000 lbs.
		Third Quarter	288,187,000 lbs.	380,860,000 lbs.
		Fourth Quarter	309,653,000 lbs.	391,892,000 lbs.
		Total	987,705,000 lbs.	1,478,390,000 lbs.

When the Money-Back Guarantee Is Applied to Retailing Radio

Lessons for Electrical Dealers from the Experiences of a Famous Merchandising Organization —the United Cigar Stores Company—Which Has Taken on the Selling of Radio Sets and Parts

By ROLAND COLE

RECENTLY a customer walked into a United cigar store in New York and stood before the radio showcase. He appeared to be as much interested in a display card posted behind the counter, as in the radio sets and parts on sale. The card read:

"One hundred per cent guarantee and full satisfaction behind everything we sell or your money back."

He told the salesman he wanted a telephone plug and asked the price.

"One dollar," replied the salesman.

"How do I know it's any good?" the man inquired.

"Our guarantee protects you," answered the salesman. "If you're not satisfied with it, bring it back and get your money."

"I've heard that before, but I don't believe it," said the customer. Nevertheless, he took the plug and paid a dollar.

The next evening the same customer came back into the store, sought out the clerk who had waited on him, and threw the telephone plug on the top of the showcase, saying as he did so:

"It's no good, just as I expected. I'll take my money back."

Giving the Money Back First

The salesman picked up the plug but did not examine it. Instead he walked directly to the cash register, drew out a dollar bill and handed it to the customer. Then he examined the plug. So far as he could see it was all right. He said, "Would you mind telling me what's wrong with this plug?"

"Nothing that I know," said the customer. "I didn't try it. All I wanted to find out was whether you'd give me my money back if I wasn't satisfied. I've been wanting to purchase a radio set for some time, but I don't know anything about it and I decided not to buy until I found a dealer who would stand behind his goods with a guarantee of satisfaction. When I came in here yesterday I saw your guarantee on that card and decided to find out whether it meant what it said. I am satisfied now and you may show me what you have."

He bought a complete set and the sale amounted to $375.

The United Cigar Stores Company of America operates a chain of about 1,200 retail cigar stores in the United States. General offices are in New York. There are over 300 stores in Manhattan and the Bronx.

The Flat Iron Building store at Twenty-third Street and Fifth Avenue, New York. When the United Cigar Stores Company decided to enter the radio field, the first "Radio Department" was installed in this store, which is the largest of the United chain. The company's regular sales staff of tobacco salesmen does not handle radio. New salesmen, with a knowledge of radio, are hired and trained to sell radio in accordance with United policies of courtesy, service and "money back if not satisfied."

Another view of the "Radio Department" of the Flat Iron Building store. The department occupies one entire side. Special showcases for displaying radio equipment were designed and are shown in the photograph. Articles on display and the stock on the shelves are both within easy reach of the salesmen.

During the summer of 1923 C. A. Whelan, president of the company, decided that radio had come to stay and that the selling of radio sets and parts could be added to the lines already being sold by United stores. The company thereupon investigated the field. This investigation confirmed Mr. Whelan's opinion that radio could be sold in his company's stores, and the first radio department was opened in the Flat Iron Building store on Aug. 28, 1923.

The decision of the United Cigar Stores Company to go into the retailing of radio entailed the finding of a capable man to direct and manage the department on the executive side. The man selected for this task was Dr. Mozart Monae-Lesser, formerly connected with the medical department of the American Tobacco Company, a scientist, whose experiments with radio qualified him to assume responsibility for the character and extent of the radio equipment handled by the company.

"Radio departments," said Dr. Monae-Lesser, "have now been opened in six of our stores in Manhattan and the Bronx and one in Brooklyn. Our experience is but five months old. We are proceeding carefully and trying to make our mistakes before they happen. So far we are more than satisfied with our progress. The radio departments in our stores have been successful beyond our hopes.

"We plan to install radio departments in other stores as rapidly as we can do so. The start we have made in New York has now passed the experimental stage and within the near future we will extend our work to other cities. If our present plans are carried out, radio departments will be operated in the company's stores in 98 cities."

United Policies and Radio

It will interest readers of *Electrical Merchandising* to know what methods are being followed by the United Cigar Stores Company in retailing radio, such as (1) the extent of the line handled; (2) whether the regular salesmen are taught to sell radio, or whether experienced radio men are employed; (3) what policy is being followed with regard to developing the sale of parts versus complete sets; (4) how stock is displayed and kept track of; (5) how is the policy of a "full guarantee or money back" working out; and finally (6) to what extent does the company render service on the installation of new sets and sets already installed.

"The success of the United Cigar Stores in the field of retailing tobacco," said Dr. Monae-Lesser, "is built on quality of merchandise, right prices and promptness and courtesy to customers. It has often been said that our company exterminated the wooden Indian and put in its place the words 'Thank You'. Just how this policy of 'the customer is always right' would work out in selling delicate and complicated apparatus like radio equipment, gave me personally a good deal of concern when I began my work here. It is one thing to guarantee satisfaction on a packaged article, like tobacco and candy, but quite another to place a money-back guarantee behind radio sets and parts. I was indeed doubtful and said so to Mr. Whelan.

"He put forward his merchandising experience against my scientific judgment and told me that the United idea applied to radio would be 'satisfaction and an iron-clad guarantee that can not be equaled.'

No Argument—Money Back

"Everything that we have done, therefore, has grown from that thought. Our guarantee is unequivocal. If the customer is not satisfied, he gets his money back. That is all there is to it. We give this guarantee large space in our advertising and emphasize it with signs in our stores and windows. The members of our radio sales force are instructed to make good on it, and

Announcing

UNITED CIGAR STORES
RADIO SERVICE

THE same sound merchandising policies that have made the name *United* a synonym for a square deal and an unlimited guarantee, have now been applied to this new venture, and with equal success.

Obviously, the enjoyment of Radio Broadcasting is largely dependent upon the apparatus and accessories placed at the disposal of the listening public. We have set out to serve that public, not by offering cut price goods of obsolete design, but by selling for fair prices sets and parts of proven performance, tried and tested by our own engineers under typical home conditions. *ALL RADIO GOODS ARE UNCONDITIONALLY GUARANTEED TO RENDER 100% SATISFACTION OR MONEY WILL BE REFUNDED.*

To all persons interested in Radio, or seeking technical advice, we offer the services of salesmen in our Radio Department who are licensed experts. These men will be glad to answer your questions and solve your problems—their time and knowledge are freely at your disposal whether you purchase or not. You are cordially invited to visit the store nearest you, and we believe that such a visit will convince you that a real step forward has been achieved in Radio Merchandising.

Our Own Unico Regenerative Illustrated Above

Our first offering, which is typical of the high standard which United will maintain, is the Unico Regenerative single tube receiver designed and made exclusively for us. This set incorporates very definite improvements in selectivity and sensitivity, and long distance reception is guaranteed. Complete with tube batteries, headset and antenna equipment, ready to operate. $37.25

For the utmost in selectivity, clarity and power, we offer, The Freed—Eisemann—5 Tube Neutrodyne Receiver "The Ultimate Set".

RADIO DEPARTMENTS OF
UNITED CIGAR STORES

Our first five Radio Departments are now operating at the addresses listed below:

2nd St. & 5th Ave., Hanson Bldg. — Broadway and Chambers Street
43rd Street and Broadway — Brooklyn
42nd Street and Park Avenue — 1494 Broadway at Gates Avenue

RADIO

The first advertisement used in New York newspapers to announce the opening of radio departments in United Cigar Stores. Notice the emphasis given the "unconditional guarantee" in the second paragraph. Page and half-page space is being used.

do so. One of our signs reads, 'Interest in our customers does not cease with the sale. Come in and tell us how it works.'

"Our experience has confirmed Mr. Whelan's judgment. There have been instances of dissatisfaction and in every one of them the customer has been offered his money back. Few of them accept it, however. The majority prefer to avail themselves of our willingness to provide equipment that gives full satisfaction. Consequently, our losses when compared with our volume of sales have been negligible."

In the center of the Flat Iron Building store in New York there is a large poster reading, "When we sell radio, we also give expert service, which means courtesy and truthfulness, good merchandise from reputable manufacturers at standard prices, satisfaction or money back."

Extent of the Line

The line of radio sets and parts handled by the United stores was personally selected by Dr. Monae-Lesser, who has a very complete receiving station in operation at his home in Roslyn, Long Island, where he spends much of his time experimenting. The United line consists of a hundred or more classes of items including several made specially for the United company. The "Unico Regenerative" is the company's leader and sells for $37.25. A Freed-Eisemann set at $150, unequipped, is also handled, as well as Radiotive Type E and DeForest 10D sets; Pacent, Frost, Western Electric, Baldwin and Brandes headsets; and Western Electric loud speakers.

The radio department in the United stores occupies a space separate and apart. As everybody knows, the company's stores are not large but very compact. Radio, therefore, is concentrated within a small space. A special showcase was designed for the purpose, consisting of a single, small unit, so that one, two or a half dozen of them could be used, depending upon the space available.

Tobacco salesmen do not handle radio. Beginning with Dr. Monae-Lesser, whose title is "Director in charge of radio," every man employed is an experienced radio man. Under the director is Harold Berman as manager of the radio department, formerly with the Radio Corporation of America. Salesmen are selected and trained by Mr. Berman.

MR. H. BERMAN:

We have sold the following today:

	NO SOLD
Unico Regenerative	6
Unico Amplifier	3
Freed-Eisemann	5
UV 201A	20
C 301	35
UV 199	8
C 299	13
Pacent Headset	10
Frost Headset	2
W. E. Headset	2
Baldwin	0
Brandeis	1
Western Electric L S. 10A	3
Western Electric L. S 10D	2
Radiotive Type E	4
De Forest 10D	1

=====0=====

John M Avery S.S.M.

Store 116R

Street Fifth Ave + 23rd St.

City N.Y.

Date Jan. 29th/24

The "sales report" made out each day by the manager of every store. When a "Radio Department" is installed in a United store, it is kept entirely separate from the rest of the store. These daily reports must agree with the store inventory of radio stock.

Two courses were open to the company when it took on radio. One of these was to train the present sales force to sell radio, and the other was to find new men with a knowledge of radio and train them to sell it in accordance with United policies of courtesy and prompt service.

Both courses were of equal difficulty from the company's standpoint of training men. From the point of view of the customer, however, the second course offered a better promise of satisfactory service to the public. It was this consideration solely which led the company to adopt the second course.

Training radio men to sell radio on a satisfaction or money-back basis and making them act out the policy of "the customer is always right" is a job of no mean dimensions. The average man or woman who comes into a United store for radio equipment is as blissfully innocent of the technicalities of the subject as a child is of what makes a street-piano produce music.

The tendency of an electrical man or a radio expert to indulge in technical jargon is often disconcerting to Mr. and Mrs. General Public. Few people enjoy making a confession of ignorance. Rather, they pretend a full knowledge of the subject. So Mr. and Mrs. G. P. buy and march home and it isn't long before they both acquire a fine "mad" on the whole transaction.

Long merchandising experience with the buying public has taught the United company to anticipate this situation. Radio salesmen in United stores are trained to hold their expert knowledge in reserve and to meet the customer on the customer's plane of knowledge. Confidence must come first, and courtesy, and patience, and willingness to be of service, followed by a positive guarantee of satisfaction.

Those who have had experience in training experts in a craft or science to meet the public and practice intelligent salesmanship will understand the difficulties of the task now engaging the attention of the United company.

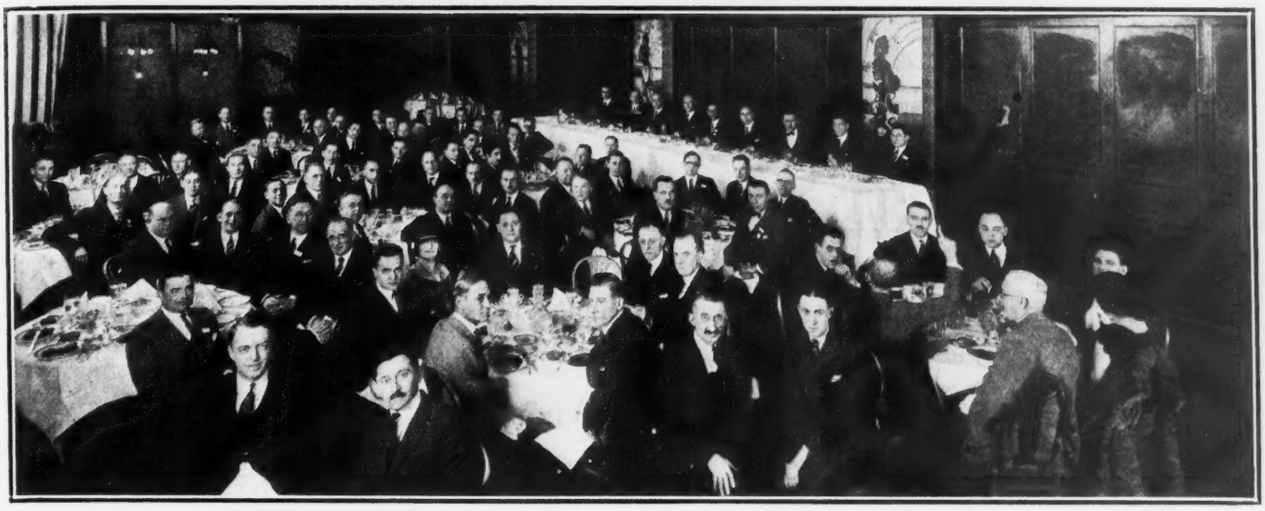
Complete Sets Are Largest Sellers

The company believed, at the outset, that the demand for radio would be toward complete sets rather than for parts with which to assemble sets after the parts were purchased. Arrangements were made, however, to meet whichever demand might manifest itself. After an experience of five months, the larger demand is found to be for complete sets. It seemed to be quite equally divided in the beginning between parts and complete sets; but latterly the sale of parts is found to be running along a horizontal line while the sale of complete sets increases steadily week after week.

A report of all equipment sold is made each day to Mr. Berman on a special card. A perpetual inventory of radio parts and sets is kept by each radio store. A complete inventory of stock on hand is made for the manager of the department twice a month. At present the Flat Iron Building store is used as a distributing center for the other stores in the metropolitan district.

One of the most interesting aspects of the United company's venture into the radio field, and one which is well worth the study of other electrical dealers, is the problem of display and stock keeping.

(Continued on page 4093)



Many get-together dinners and luncheons characterized the week of the Lighting Equipment Market and Conventions, held at the Hotel Sherman, Chicago, January 21 to 26. Each noonday all groups in attendance —dealers, manufacturers and salesmen,— assembled for luncheon together and for the discussion of matters of common interest in the lighting field. At these luncheons there were addresses by the officers of the various bodies, and by such organization executives as M. H. Aylesworth, National Electric Light Association, William L. Goodwin, Society for Electrical Development, and Charles H. Hofrichter, Associated Lighting Industries. The picture shows Monday's dinner of the lighting-fixture salesmen, presided over by Frederick H. Stirling, who is seen at the head table with officers of the fixture dealers, manufacturers and glassware organizations.

The Lighting Equipment Market at Chicago

Manufacturers Occupy Two Hotel Floors with Displays of New Offerings in Lighting Fixtures and Glassware Designs, During Week of Retailers' Convention, Jan. 21 to 26

SOME 2,000 persons interested in the lighting-equipment business in one way or another, were estimated to have inspected the exhibits at the Lighting Equipment Market, held in the Hotel Sherman, Chicago, Jan. 21 to 26, during the convention of the National Association of Lighting Equipment Dealers and associated fixture bodies. The Market was again held in individual hotel rooms, affording the manufacturers' representatives better opportunities to display and discuss their goods with customers than was possible under the former plan of open booth exhibits. Around the corridors some discussion was also heard of the desirability of having a permanent location for the annual Lighting Equipment Market, in some suitable building which would provide for a two-weeks' exhibit each year. Chicago, Grand Rapids, Cleveland, New York City and Atlantic City were brought forward as possible and desirable locations for such a permanent Market.

The steadily rising quality of the types and designs of the fixtures exhibited was especially noticeable at this year's Market. Visitors observed also rather a trend away from the dainty and delicate fixture types of last year, and a movement setting in toward more massive and heavier designs.

Round-Table "Experience Meetings"

Many practical talks and addresses marked the week's programs. Especially well attended were the various round-table "experience meetings" held during the afternoons, when topics from shop costs to publicity measures, were frankly discussed by the dealers participating. The subjects of these round-table conferences, and the leader of the discussions, not previously announced in the advance programs, were:

"Shop Cost and Operation," E. R. Gillet, Gillet-Hochler Company, Toledo, Ohio; "Working with Architects," W. L. Collins; "Methods Employed by Dealers for Compensating Salesmen," G. F. Laube; "How Dealers Can Use the 'Notice the Lighting Equipment' Movement to Best Advantage," by Charles L. Benjamin, Chicago, and W. O. Seelye, Detroit; "New and Remunerative Lines for Equipment Dealers," W. L. Collins.

At the annual meeting of the Dealers' Association on Wednesday morning, President Scott, in presenting his report of the year's work, testified to the value of the manufacturers' co-operation in getting things accomplished by the dealers' body. The consolidation of the dealers' association headquarters' offices with those of the other lighting industries groups at Cleveland, has lifted much of the burden of administration off the elected officers, leaving them free for constructive planning. Sincere tribute to the work of President Scott during the past two years was paid by several speakers.

In presenting the report of the executive manager's office, Charles H. Hofrichter, told of the educational

(Continued on page 4093)

What Is the Best Time to Sell an Appliance?

It All Depends on What Appliance It Is and When the Average Housewife Is Most Favorably Disposed to Buy It

By EARL E. WHITEHORNE

THE average salesman who sells electrical appliances to households doesn't know what he is talking about. I mean it literally. He may understand the appliances he is selling, what they cost, how they operate, the advantages they bring to the home, and if he were merely selling mechanical equipment to these customers of his, that might suffice. But he should be doing much bigger things than that.

There are some 14,000,000 women in America within reach of central-station lines, who are the general managers and operators of homes. Each one has a problem on her hands. This problem is how to get the necessary work done within the time available, and still save a few hours for play; how to purchase equipment, supplies and labor for the operation of this home within the family budget and still save something to invest in the development and expansion of the home. That is her problem. She is not concerning herself over mechanical questions of the construction of labor-saving apparatus, or the technicalities of the application of electricity to housekeeping. With her it is naturally and properly just a matter of how to find ways to get the work done more quickly and more effectively, and how to save money out of the family allowance from which to buy kitchen cabinets, electric clothes washers, and other equipment that she believes will help her work the problem out.

Until the salesman begins to take this fact a little more seriously, and to appreciate the importance of making a careful study of the housekeeper's problems, so that he may be able to talk her language, understand the details of her difficulties and become something of an authority on domestic economy and operation, he is only smelling around his market. He is not actually digging in. Clearly, the only way he can obtain this knowledge is by experience.

There is a certain manufacturer of electric clothes washing machines whom I know rather well. I have been through his factory many times, and studied his methods of organization and selling. In a corner of the factory is a well-equipped laundry, with tubs, ironing boards, and a complete equipment of electrical laundry machinery. That laundry is installed there not as an exhibition, not as a demonstration room where customers may be brought. It is a workshop for training salesmen.

Training the Salesman

Before any salesman goes out to sell the products of this house, he takes a course of training in this laundry. He receives a basket full of clothes, and he washes them, irons them, folds them up, puts them in the basket and delivers them to the inspector, and he does it not only once but many times. He studies the effect of proper organization in the laundry, just how things should be done to save steps and to save time. He experiments with hard and soft water, and discovers how and why the proper selection of soap, for instance, has a great deal to do with the successful results of washing under these varying conditions.

When the salesman comes out of his little training course in that laundry, he can discuss the weekly wash with any woman. He himself has washed all kinds of clothes.

Surely this is a sensible, practical thing for a salesman to learn before he goes out to talk with housewives who already know many of these things, because their mothers taught them, having learned the same lesson from preceding generations. There is an old saying "You can't teach your grandmother how to milk ducks." A principle is involved in this philosophy that can be applied right down the line in selling electrical household appliances. The salesman cannot know what he is talking about unless from experience he has studied the management and operation of a normal home, and himself wrestled with the innumerable little and big problems of how to get the work done within the time and within the money.

If I were a manufacturer selling a household appliance, whenever I hired a new salesman, I believe I would send him for two weeks to a good housekeeper for a course of instruction and training. This woman could be retained to give this training to new salesmen — taking the man into her kitchen, tying an apron on him and putting him to work to follow her through the hours of the day and the work of the week, and to learn to do the inside job himself, not only with his hands but with his thinking.

A great many women do their housework without a definite plan, and those are the women who sacrifice their play time and their theatre money to bad management. What an opportunity there is for the properly trained salesman to go to such a woman, tell her how he has studied her problem in another woman's kitchen, what he has learned and what he can do for her. He is in a position to sell that woman not appliances but hours of leisure and rest, dollars upon dollars that may be spent on more and better clothes, more recreation and more entertainment; in other words, more joy in living, more comfort in her work. All it needs is a plan, a program, an organized scheme of things in her household operation, but no sales-

man can carry such a plan to any housewife unless he knows what he is talking about.

A Case in Insurance

I remember one time—it was several years ago—that an insurance salesman called on me and changed my whole point of view toward life insurance. I had been buying life insurance like most everybody else, whenever some silver-tongued stranger came along and kidded me into taking out another policy. Every little while a new one would appear, and I would grit my teeth and set my mind against it, hoping that I could resist because I felt that I could not afford to take on any more liabilities. The result was that I had accumulated several policies, no two alike, and each one represented by its salesman as the "last word." But one day in came this other chap, and he astonished me by saying that he didn't want to sell me any insurance, he merely wanted to inquire whether I was following out any definite program, any consistent plan in insurance. If I was not, and cared to discuss it with him, he would be very glad to go into the matter with me in detail, and show me just what sort of a program I should set up for myself; otherwise, he would not bother me because he was not interested in making occasional sales of single policies, where he did not have an opportunity to really render a service through organizing and maintaining for his customer a comprehensive plan that would get him somewhere.

I said "Old man, I don't feel that I can buy any more insurance right now, but I must talk to you and find out all about it. You must take lunch with me next Tuesday." He did and I brought to him all my policies, told him my income, my responsibilities, my hopes and fears. He told me what I had done wrong and what I had done right, and out of it we developed a sane, practical program for the protection of my family in case of my death. And the reason that all this happened was simply that this man had come not just trying to raid my bank account but to talk to me about my family, my income, and my insurance. I was intensely interested in this, whereas I wasn't at all interested to hear somebody talk at length about the technicalities of life insurance, and all the facts and figures that prove that his policy would save $4.98 at the end of seven years over a policy of the "Mysterious Mutual." In short, this insurance man had done for me exactly what the salesmen of electrical household appliances should do for the housewife. He should go to her and talk about her business, and not about the attributes of some piece of nickel-plated hardware.

Time	Activity	Electrical Helps
7 to 8 a.m.	Warm the baby's milk, dress self and children, prepare breakfast.	Immersion heater. Radiant heater.
8 to 9 a.m.	Breakfast with husband and children, doing most of cooking at table.	Electric percolator. Toaster, grill or waffle iron.
9 to 12	Wash dishes, dust living room, do upstairs work. *Monday*—Wash clothes, including blankets, rugs, etc. *Tuesday*—Iron, clean kitchen. *Wednesday*—Clean second floor thoroughly, using vacuum cleaner on rugs, draperies, mattresses. *Thursday*—Clean kitchen and bathrooms, polish silver. *Friday*—Clean first floor thoroughly. *Saturday*—Clean third floor.	Electric dishwasher. Electric clothes washer. Electric flat iron. Electric ironer. Sometimes fan for drying clothes on rainy days. Vacuum cleaner with attachments. Silver buffer.
12 to 12.30 p.m.	*Rest*—Lying down.	
12.30 to 1.15 p.m.	Prepare and eat luncheon, wash dishes.	Electric grill, percolator or samovar. Dishwasher.
1.15 to 2 p.m.	Prepare certain foods for electric fireless cooker, others for electric steam pressure cooker for dinner. Do small extra cleaning jobs with vacuum cleaner.	Electric fireless cooker. Electric pressure cooker. Electric kitchen unit. Electric refrigerator. Vacuum cleaner.
2 to 5.30 p.m.	*Off duty*—Dressing, visiting, receiving callers, reading, writing or sewing. Children are in care of a visiting nurse for the afternoon.	Electric curling iron. Electric tea things. Electric sewing machine.
5.30 to 7 p.m.	Prepare dinner, have dinner with family, wash dishes.	Percolator. Dishwasher.
7 to 11 p.m.	Evening's entertainment with family and friends at home.	Radio. Electric phonograph or electric piano.

A homemaker's "time-table," for a family with two small children, suggested by Mrs. Homer Croy, noted home economist and writer. (See "Home Electrical" supplement.) This is an approximate schedule of the weekly problem of the housewife, condensed so that you get it at a glance.

Mrs. Croy's Time-Table

On this page and also in the "Home Electrical" supplement to *Electrical Merchandising* this month, is a "Home-maker's Time-Table," which has been worked out by Mrs. Homer Croy, the well-known authority on domestic economy. This is the nearest thing to a picture of the weekly problem of the housewife that I have ever seen in type, boiled down so that you get it in a glance. Here is a schedule showing the diversities of operation which the housekeeper is compelled to organize into her week's activities. How much does the average salesman know about it, other than from the viewpoint of a man as observed from year to year in a most casual manner. He has seen his mother and his wife sweep, wash, cook and clean up interminably, year after year. He has a vague idea as to whether these women were efficient or not; how efficient or why, or what could be done by a little planning, but what the influence of electrical equipment might be on such a situation—in terms of hours and dollars—he does not know with any assurance.

If he did know it should be possible for him to go to that wife or that mother, or any other man's wife or mother, and talk to her about her housekeeping just as that insurance man talked to me about my problem of protecting my own family. Such a salesman could go into the homes of strangers and find an immediate welcome, because he would bring good news. He would not need to do more than demonstrate his personal knowledge of the housekeeping problem to win him attention, interest and co-operation, that would enable him to get right down to fundamentals with his prospective customer, and go to work on the development of a program for that home.

The Right Time to Sell

The trouble usually is that the sales manager calls his crew together and says "Now boys let's go out and sell radiators," or portable lamps, or toasters, or whatever it is that his

genius and the law of chance may have suggested for the "campaign." Out go the men at 9 o'clock to home after home to give a talk to housewives about radiators, at the very moment when, according to Mrs. Croy, each woman is wrestling with an entirely different problem. On Monday at that moment she is thinking about washing clothes, on Tuesday about ironing, on Wednesday about cleaning the second floor. Why talk to a woman about a radiator when she is absorbed in cleaning the second floor? Why not drop in and show her how to clean the second floor more effectively?

Again the salesmen on their rounds call at many homes at 2 p.m. expecting housewives to be all excited over toasters. But housekeepers at 2 p.m.—again referring to the Croy time-table—should be and normally are more interested in getting off duty and having a little diversion than thinking about tomorrow morning's toast. Well, at that hour then why can't the salesman talk to the housewife about this problem of getting more time for calling, reading, writing, and generally escaping from the job? Is there anything that offers more hope for recreation than the application of electrical labor-saving equipment?

Selling Should Be Organized Around Problems of Housewife

Now understand, I do not claim here that a crew of salesmen could be sent out so organized that they will change their approach and their selling talk automatically every 15 minutes. But what I do mean is this, that the whole function of selling in this field should be organized not around the appliance but around the problem of the housewife. It can be done. It should be done. It must be done. It will be done before this job of electrifying the homes of America is carried out to any creditable extent. At the present time, under present methods, we are not even keeping up with the growth of the market. Surely there is evidence in this fact—that something radically different must be done.

Fundamentally the salesman must understand the problem of the housewife, the program of a well organized home, the plan whereby electrical labor-saving, and comfort-bringing equipment may not only be organized into the habits of a home, but apportioned over the budget of the home, so that the woman may not only want them but acquire them. What I mean is that salesmen must quit going around talking about a single appliance, making single sales, and then having to go out again and do another complete job. They must carry to the housewives a vision of the opportunity offered, a clear conception of the process by which electrical equipment can be procured, a definite orderly purpose whereby she can plan to purchase first this appliance, and then that one, in proper sequence until she has all that she needs.

A Broader Selling Plan for the Industry

We are passing now through an era of cold canvasses. It is the fashion nowadays to send out swarms of locusts in the shape of doorbell ringers, who by high-pressure sell today a fan, tomorrow a flat iron, and on Thursday a toaster. We will recover from this spasm some day and send out men of sympathy, tact, intelligence and above all understanding, who, as a result of personal experience, appreciate the problem of the housekeeper and can sell to her and to her husband not today a $10 appliance and tomorrow one for $37.50, but a whole program that will be organized into the family budget and through the expenditure of a stated amount per month sell a complete equipment for that home embracing all the electric labor-saving machinery that is applicable.

And, men of this type as they go about calling from house to house will not be ringing cold doorbells, they will be visiting customers by appointment. To again follow Mrs. Croy's schedule, on Thursday at 10:30 they will be talking to these customers about the problem of cleaning the kitchen and the bathroom, and polishing the silver. They will be showing these housewives how the use of electric buffers for silver cleaning saves hours of labor, and suggesting also that a lump of gum camphor, in the silver drawer, will keep the silver from tarnishing so quickly. At 1:45, on almost any day, wherever they are talking to housewives the theme will be the preparation of food for the evening meal, and out of these talks will come orders for electric fireless cookers, kitchen units, refrigerators and other things.

I am perfectly aware that the average appliance salesman, as well as his sales manager and the president of the company, at the present time will make a snap judgment and say this can't be done. They will say that this article I am now writing is all bunk. But I know they will change their minds some day, every one of them. The trouble is that so few of them have themselves gotten down to the very fundamentals of this job. They are excited over the extent of the market, and most of them are running around in circles trying to sell this or that as fast as possible. They are so eager to pick many apples off the trees that they have not had time to prune and to spray. In the electrical industry all of us have been too eager—too busy to tackle this problem in a studious way. We haven't put our minds to it and been willing to give the effort necessary for self-education, and as a result of this there is one appliance today in the home that we know now should have five, and will ultimately have 25 electrical labor-saving and comfort devices.

A Practical Basis for Complete Merchandising

Mrs. Croy has put her finger on the needs of the situation, by reducing her program to a time-table. The next step, from the standpoint of the electrical industry, is for our salesmen and our sales managers to investigate such a time-table as Mrs. Croy's and by personal experience learn what it means. Only then will we begin to have an appreciation of what electrical household appliances can contribute to the home. Only then can we hope to get down to a practical basis of selling complete equipment to any and to all, with one sale leading directly to something else, step by step in the carrying out of a program that will have the most enthusiastic support of the housewife.

It will need a long course of popular education. The message that the "Home Electrical" carries, for instance, has got to be spread in a broad way by all kinds of media among all the people. It is already being done to some extent. It must be done with increasing influence, but even more important than this is the need for right thinking on the part of men who are selling this message to the home. Above all else, our salesmen must understand what this problem in the household actually is, and from their own experience learn how to interpret electricity to the housewife.

Money-Back Guarantee Applied to Radio

(Continued from page 4087)

Because of the very limited space available in United stores for a radio department, the problem of deciding upon the extent of the line to be carried was one which caused the company much perplexity in the beginning.

The radio line had to be narrowed to a fine point. A large assortment, containing alternative sets and duplicate parts was an impossibility. A minimum schedule was therefore compiled, complete enough to give the customer everything needed for an adequate installation but without offering him a wide range of choice. This meant much preliminary investigation on the company's part to determine the quality and efficiency of the apparatus chosen so that a positive 100 per cent guarantee could be placed behind it.

The happy result of this necessity is a saving on investment, floor space, storage space and the securing of a high rate of turnover on the articles carried. It also means a lower price to the customer and a better profit for the company.

In view of all that has been said about quality and guarantee, what does the company offer the purchaser in the way of service on installations?

Not long ago a man entered one of the United stores in New York, looked at a radio set, and said to the salesman in charge:

An Example of United Service

"I'll buy this set on one condition. I am giving a luncheon today to a group of friends. If you'll install this outfit in my home and have it ready for operation by two o'clock I'll take it."

"All right," agreed the salesman. "Where is your home?"

"White Plains," said the man.

"But Great Scott," the salesman objected, "White Plains is 22 miles from New York—forty minutes by train—and it's now ten thirty. What if there shouldn't be a train between now and two o'clock? You are asking the impossible."

"It's only impossible if you don't want to do it," said the customer. "If I can't get the set on that condition I don't want it. Here's your money. Will you do it?"

The salesman accepted the order, and the set was installed and ready for business a few minutes before two that day. In order to make the delivery and installation by the time specified a United representative took the radio set from New York to White Plains by taxi at a cost of $11. It was an extreme case and the company could not afford to do it on every sale, but the incident is an excellent example of the character of service rendered by the United stores in an emergency. As an illustration of United policies of service it is worth thinking about.

This description of the selling of radio equipment by the United Cigar Stores Company is not to be taken by our readers as an endorsement on the part of *Electrical Merchandising* of the handling of electrical merchandise by dealers in other lines. It is offered merely for what it is worth as news, and is interesting because it shows how a company that has made a great success in the field of retail merchandising applies its experience to the selling of radio, and because we believe electrical dealers will be glad to know what is going on.

The Ad on the Front Cover

THE editors of *Electrical Merchandising* call the attention of readers to the fact that during 1924, beginning with the January issue, our business department is selling a small advertising space (3½ by 1½ in.) on the front cover of each issue of *Electrical Merchandising*, in connection with a four-page two-color insert in the front advertising section.

The use of this small front-cover space by an advertiser in the January number, has caused some misunderstanding among readers who questioned whether editorial recommendation was being given some particular product, especially since due to an office error the word "advt." was unfortunately omitted from the announcement. Future ads which do not bear the name of the advertiser will be marked "advt." so that no reader may mistake them for direct expressions of the paper.

The Fixture Market at Chicago

(Continued from page 4089)

work accomplished by the dealers association, and cited as an example of co-operative effectiveness, the remarkable results obtained in securing a billion or more impressions of the Associated Lighting Industries' slogan "Notice the Lighting Equipment." The dealers' association membership roll now totals two hundred and fifty. Formulation of local dealers' clubs was recommended by Mr. Hofrichter, as a means of extending the educational influence of the association.

National Council Holds Informal Meeting

THE "Business Session" of the National Council Lighting Fixture Manufacturers, which was scheduled for Wednesday morning, had to be adjourned, owing to the inability of many of the credit men to attend.

L. V. Baldwin, of the Electrical and Lighting Appliances Board of Trade of New York, and F. P. Vose, of the Electrical Credit Association of Chicago, who were announced as speakers, were present, but did not address the meeting.

Gillet Elected President of Dealers' Body

THE report of the nominating committee, (W. L. Collins, Pittsburgh, Pa., chairman) was unanimously accepted by the members of the National Association of Lighting Equipment Dealers present, and the following officers were declared elected for 1924:

President, E. R. Gillet, Toledo, Ohio; vice-president, H. I. Sackett, Buffalo, N. Y.; treasurer, R. D. Paxson, Cleveland, Ohio. Directors, J. C. English, Portland, Ore.; C. J. Netting, Detroit, Mich.; A. L. Oppenheimer, Cleveland, Ohio; W. Forvey, Los Angeles, Cal.

Salesmen Elect Officers

CHARLES MICHALSON, of Bayley and Sons, New York, is the new president of the Associated Lighting Equipment Salesmen. He succeeds Frederic Stirling. Other officers chosen were: first vice-president, Robert E. Parrish; second vice-president, Gregory Rodgers; secretary-treasurer, M. Appelbaum.

Directors elected were F. Stirling, R. Parrish, M. Appelbaum, P. Silverman, A. H. Heyman, R. L. Cleavanger, E. Irlbacher, C. Hubbell, R. E. Reddick, A. Kamen, E. A. Frerichs.

The dinner followed the election. R. E. Parrish was toastmaster and speakers were Herman Plaut, Albert Wahle, Charles E. Hofrichter, Charles E. Scott and Samuel Hibben.

Clever Stunts to Boost February Sales—

A Washington's Birthday Window—"Electricity—First in Use, First in Ease"

The Westchester Lighting Company, White Plains, N. Y., featured a novel window display last February 22.

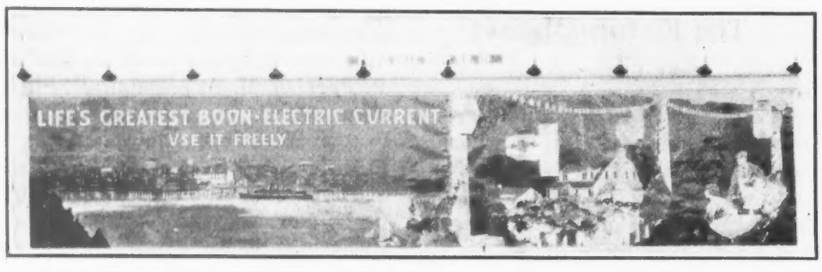
At the rear of the window stood two easels; one of these held a fine portrait of our first president. Below this was a placard reading "First in War—First in Peace." Between this easel and the front of the window was a sturdy young cherry tree. It had been hacked nearly in two, the top had fallen over, and a hatchet was sticking in the trunk which was planted in earth to give a more realistic effect.

The second easel also held a picture of the same size. It showed an electric-light pole with cross arm with electric flashes radiating from its insulators. Above the pole was the single word—Electricity. Below the picture was a placard reading "First in Use—First in Ease." Leading out from the pole like an electric wire was a red, white and blue ribbon which was connected with a meter in the foreground from whence it ran to a fan, an electric iron, a heater, a percolator, and several other articles all of which were mounted on pedestals. Just enough red, white and blue draperies were used in the window to give it a patriotic setting.

Unsigned Advertising as a Builder of Appliance Sales

Believing that the welfare of the entire electrical industry is the most important consideration for any one branch of it, the British Columbia Electric Railway Company, Ltd., of Vancouver, B. C., has inaugurated a system of bill board advertising designed to carry forward the electrical idea, without any mention of the company's own identity in connection with it. Double billboards are used in various locations in the city portraying in vivid colors the beauty and comfort of electricity as used in industry and in the home. Some message of electricity's service is printed on each billboard, but no name appears in any way in connection with the display.

It is hoped that the very curiosity aroused by this unsigned advertising will add an interest to the message and help to make it remembered. The idea is to stimulate the imagination of the reader to the possible applications of electricity in furthering his own comfort and to create in him a desire to add to his present use of it. Incidentally, it should result in a stimulus to the purchase of electrical equipment for the home, office and factory.



An unsigned billboard displayed by the British Columbia Electric Railway Company, Ltd., in Vancouver, B. C., which should result in the greater sale of current consuming devices—an excellent example of altruism in advertising.

Circus Methods Used in Advertising "Dollar Sign" Sale

People all know when the circus is coming to town; they know it because the circus has learned how to advertise. Barnum & Bailey came very near inventing advertising (although that art has been credited to Satan in the Garden of Eden) and the circus of today takes after its forbears. Realizing the value of choosing a successful model, the Southern Electric Company of Los Angeles selected circus methods as those most calculated to make their dollar sign sale a success. The slogan of "Dollar Sign Sale" itself was catching and was emphasized by the use of the dollar sign itself wherever an S appeared in the copy.

Colors were used in good circus fashion—red, white, and blue featuring all stationery and bills used by the company during this period. Auto wind-shield posters in red, white and blue were used on all company cars—and wherever else space could be secured. Large sign boards were used, circus circulars distributed—in fact, the event was announced as though it were to be an affair of real importance in the community.

The Southern Electrical Company reports that it was.

Every housewife has a desire to obtain a bargain. When this craving is satisfied, together with the feeling that she is attending something which is of as much importance in the community as a circus, the sale is likely to be a success.

Wind-shield signs in red, white and blue, were another feature used in the "Dollar Sign Sale" of the Southern Electrical Company which helped to make it an event in the community.

Students Use Electrical Devices Most of Time

With the going-away-to-school season over, the accompanying advertisement of the Commonwealth Edison Electric Shops, Chicago, doesn't seem at all timely. But it gives a suggestion as to a selling angle when the young folks are home again at vacation time and also for copy to interest the school pupils at home, from time to time during the school year—for all the electrical equipment is not bought at those two seasons. Many an electrical merchant has not deemed it "policy" to turn down the advertising committee from the high-school paper, the "annual" or the program for the school's dramatic effort, even though he may have written out his check reluctantly. But when such space is paid for, why not use it to the best advantage?

Six Plans Tried by Enterprising Dealers

Electrical Things
for School-Goers
QUITE as important as good text books is good light to study them by. And if one would be the center of dormitory good times, a grill or chafing dish paves the way to popularity. Electrical equipment contributes much to both the social and scholastic success of school days.
Emeralite Study Lamps, green shade, $12.00
Hotplate Disc Stoves, for fudge making, $6.50
Miller Adjustable Reading Lamps, $6.95
Grills for "Spreads", $10.50 to $13.00
Small Pressing Irons, $4.50
Curling Irons, $3.50 up
COMMONWEALTH EDISON
ELECTRIC SHOPS
Grand Opera Coupon Books On Sale Here

Electrical dealers will find very few high schools, even in the smaller communities that are not patterning after the colleges. And electrical equipment like this is useful in the home—an added argument for the girl or boy, attending local schools who wants it.

The Commonwealth company used this copy in two forms, of which this is a composite:

ELECTRICAL THINGS FOR SCHOOL GOERS

Quite as important as good text books is good light to study them by. And if one would be the center of dormitory (or after-class) good times, a grill or chafing dish paves the way (is a proved path) to popularity.

Not listed in the catalogue as required equipment, perhaps, yet contributing much to the efficiency and enjoyment of school life, these electrical appliances are offered particularly as gifts from Uncle and Auntie and brothers and chums to schoolgoing folk."

Thumb-nail descriptions of various merchandise were:

Grills—for intensive study of fudge-making.

Iron—for the first lesson in neatness use this little pressing iron with curling iron attachment.

Curling iron—when there's precious little time for primping the—iron gives quick assistance.

Grill—small, compact—just right for the boarding school girl. Toasts marshmallows to perfection!

After You Sell the Cleaner—Plan a Follow-Up Visit

When you've sold a vacuum cleaner, do you always try to sell another to the mother, sister or neighbor of the woman who has just bought one? A clever plan which has often succeeded in multiplying sales in this way is suggested by a salesman of the Boston Torrington organization, who closes most of his sales talks in this fashion:

"Now, madam, you state you understand fully how to operate your cleaner as well as the attachments from my demonstrating. Knowing, however, that you will want to show your new servant to your friends this evening, and that perhaps when you do, you will find something you do not understand, I will be glad to call on you tomorrow and give you any further instructions that you may need."

As a result, on his return visit, he invariably finds a neighbor or relative of his customer there to meet him, keenly interested in the vacuum cleaner and the possibilities for using it in her home.

Twins in Electrical Window Block Sidewalk

You may never be so lucky, Mr. Electrical Display Man, but if ever you are—if ever a parent comes to you as a parent did to John West, of the Denver Gas & Electric Light Company—grab the opportunity! West did, and his company had one of its most effective window displays in years.

It began when a parent came to Mr. West, and offered him, in effect, the use of his twins—twin girls, 22 months old. Where he got the idea doesn't appear, but he had the idea, and he unfolded it to Mr. West with convincing sentences. He had twin girls, 22 months old, which were even prettier and cuter than twins of that age usually are, and he and the Mrs. would be glad to loan them to the Gas and Electric company for a window display. Could the company use them?

It took John West precious little time to decide it could. Consultation followed between him and his assistant, Mr. Littlefield, and when the parents arrived the next morning with the twins, the window was ready for them.

The appearance of the twins, playing with sand in the window, created a sensation. Within three minutes, a crowd was jammed about the win- and a few minutes later the sidewalk was blocked way to the curb.

Can anything bring a smile to old and young faces more quickly than little tots at play? If you think so, glance at the picture which the photographer took. Count the smiles!

The window display was on vacuum cleaners. In the front of the window, was a sand tray filled with sand. Pails and shovels were supplied, sifters, etc., and the little tots, once in the window, forget the fluffy white garments a fond mother had decked them in, and succumbed to the lure of the sandpile. Two suction sweepers were displayed in the back of the window. One card said, "How do you protect your children?" The other, "Buy a Vacuum Cleaner Now."

Nothing is so interesting to people generally as the sight of children at play. A sand box was placed in this store window and a pair of twins, 22 months old, were turned loose on it—to the infinite delight of the twins as well as passers-by.

Have You Made Out Your Income Tax Return Yet?

Here Are a Few Questions Dealers Are Asking— Other Questions Should Be Sent In at Once

"WHAT I want to know," said an electrical dealer the other day, "is whether I must make out my income tax return this year the same as I did last. In other words, tell me what is different this year."

There is no difference of any importance. In all essential particulars the report for 1923, which must be filed not later than March 15, 1924, should be made out just as last year's report was made out. There are a few minor changes. But they are simple. A description of them is contained in this article.

Another man asks: "How does the Mellon plan affect the present law?"

It does not affect it at all—yet. The Mellon plan is only a proposal so far. It may not become law for many months, perhaps for a year, perhaps not at all. It has nothing whatever to do with making out the tax return which must be filed on March 15, 1924. For all practical purposes, everybody should forget that anything has ever been said about Mr. Mellon's proposal and go ahead with the making out of the 1923 return exactly as if Mr. Mellon had not proposed his plan.

The time for filing the return has not been changed. The place is the same, except some new districts have been designated. Information about these new districts has already been sent out to the public in localities where new districts have been made.

Some Questions Answered

Who must file a return?

Single persons of both sexes who during 1923 received a net income of $1,000 or more, or a gross income of $5,000 or more. If a person's net income for the year does not amount to $1,000, no return need be filed.

But do not make the mistake of thinking that because your deductions leave you with no tax to pay, that you do not have to make out a return. A single man, for example, may support his mother and two sisters, one 14 and the other 16 years old. His net income for 1923 was $3,000. He is entitled to an exemption of $2,500, for being "head of a family," plus a $400 credit for each of three dependents, a total of $3,700. While he has no tax to pay, he must nevertheless file a return, because his net income was in excess of $1,000. Should his income exceed $5,000, his exemption for being "head of a family" would be only $2,000 instead of $2,500.

Married couples who receive a net income of $2,000 or more, or a gross income of $5,000 or more, must file a return. No return need be filed if the net income of a married couple does not amount to $2,000 for the year.

How the Retailer Is Affected

Suppose a dealer has a little store and his whole business for the year is so small that his gross income amounts to less than $5,000. Would he have to file a return? No, he would not, so far as his business is concerned, but he would have to file a return as an individual if his net income is more than $1,000 as a single individual, or $2,000 for a married couple. But if his gross income as a dealer amounted to $5,000 or more, he would have to file one. Whether he is married or single makes no difference. A retailer may be an "individual," a "partnership," or a "corporation." If his business is a partnership or a corporation, one return must be made out for the partnership or corporation and one for himself as an individual. Different forms are used for all three classes.

Are the forms like those used last year?

They are, with one exception. Form 1040A, used for reporting net incomes of $5,000 and less, has been changed from a six-page form to a single sheet. But persons whose income or any part of it is derived from a business must use Form 1040, which has six pages, the same as last year.

A retail dealer has to buy paper and twine for wrapping up parcels. May he deduct this from his gross income?

Yes. All expenses connected with the business are deductible. Such expenses include rent of the store; premiums for insurance against fire or other losses; the cost of water, light and heat; drayage, freight; the cost of repairs; maintenance of delivery wagons and trucks; a reasonable allowance for depreciation; and salaries of employees.

Other questions are invited. They will be answered in the March issue of *Electrical Merchandising.*

Sarnoff Believes Distributors Must Adapt Methods to Growing Needs of Radio

"Is the distributor or jobber," asks David Sarnoff, of the Radio Corporation of America, "an individual or an institution whose sole function is merely to warehouse and to establish credits and to handle the product of the manufacturer, more or less, as it goes through, saving the annoyance and trouble of establishing little accounts, carrying a big stock but with no creative selling effort? If that is the function with no creative effort, all I say to you is that I am not here to change the philosophy of the distributors. I can't tell you whether it is right or wrong, but I can tell you this: That if that is the only function of a distributor, if he is merely to be a warehouseman and a credit man, the radio line, of which for the moment we are all so fond, will not long reside in the hands of the electrical distributor.

"You must add to it creative selling effort. You must add to it the right kind of service. You must add to it means of part time payment. You must adjust your situation to be able to handle that character of merchandise which you have not handled previously, fine cabinets and musical instruments. If this is out of your line, all well and good. But I cannot conceive that, because the electrical distributor for the past twenty-five years has handled wires and cleats and screwdrivers and whatever else may be part of the situation, he cannot, because of that, handle more refined instruments, instruments that require a greater element of service or a greater element of salesmanship. You have got to change your minds and you have got to adjust your business and your practices with the advent of a new invention, and adjust your minds to new circumstances, just as we all have to do."

Louisville's Studio Fixture Store

How the Colony Illuminating Company Reclaimed a Dilapidated Grocery—Attractive Interior Reproduces Home Rooms

SOMETHING entirely out of the ordinary in lighting-equipment establishments is "The Colony Illuminating Company," which recently had its formal opening at Louisville, Ky., with Fulton Mandeville and J. H. Breed in charge. This location, which was formerly the site of a dingy, dilapidated grocery store, is well adapted to the unique style of architecture which is one of the attractive features of the shop. It is in the center of the Fifth Street studio colony which consists of a number of charming stores, all following some distinctive type of architecture. An interesting feature about this colony is the fact that in every instance the attractive shops have been remodeled out of some apparently impossible building, which had for years been an eyesore to the city.

The Colony Illuminating Company remodeled the building in which its shop is now located, at an expenditure of approximately $4,000. The outside of the building is of the English type, while the interior follows the Colonial style. The exterior is made unusually attractive by two large oriel windows, with a high door boasting a wooden latch and handle, such as is often seen in Europe but rarely in America.

Upon "lifting up the latch and walking in," one finds oneself in a large, bright living room which is distinctively Colonial. This room is furnished as a living room, having wicker furniture of attractive design, oatmeal wall paper and rugs to harmonize. At the oriel windows are olive green draperies of cotton crepe, which tone in nicely with the wall boards of green Japanese brocaded crepe, used to exhibit the different styles of lighting fixtures. Wall boards and the oatmeal paper are used through the building which comprises seven rooms, not including the office in the rear of the first-floor rooms.

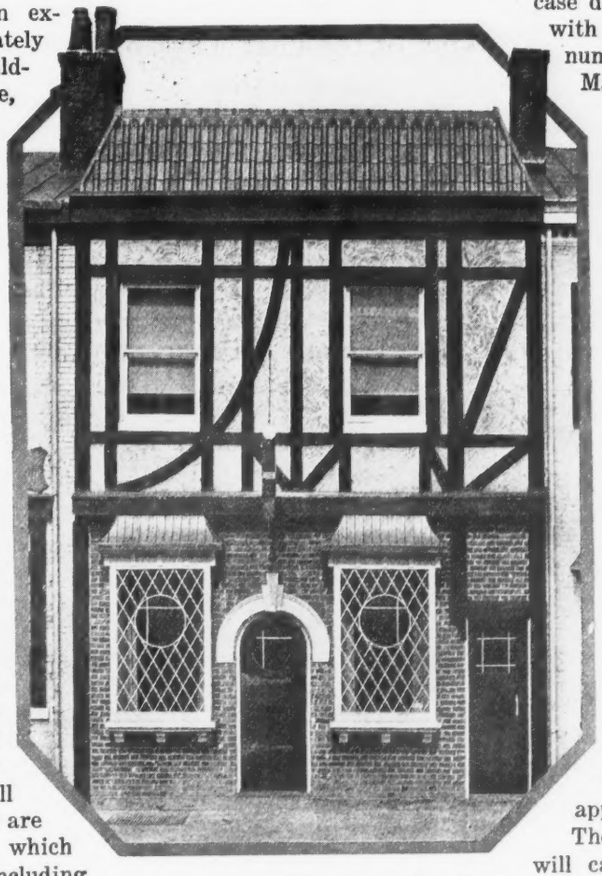
In the rear of the living room, which may be called the main show room, one ascends several steps into a small room which is devoted to the display of "out-side" pieces, including a full line of porch fixtures. Just behind this is another small room in which is carried a complete assortment of bathroom, kitchen and breakfast room pieces. These fixtures, unlike the distinctive pieces displayed for porch use and for the living room, are more or less stereotyped, to be sure, but they are exactly the correct thing for the purposes for which they are sold.

Fixtures Shown in Separate Rooms

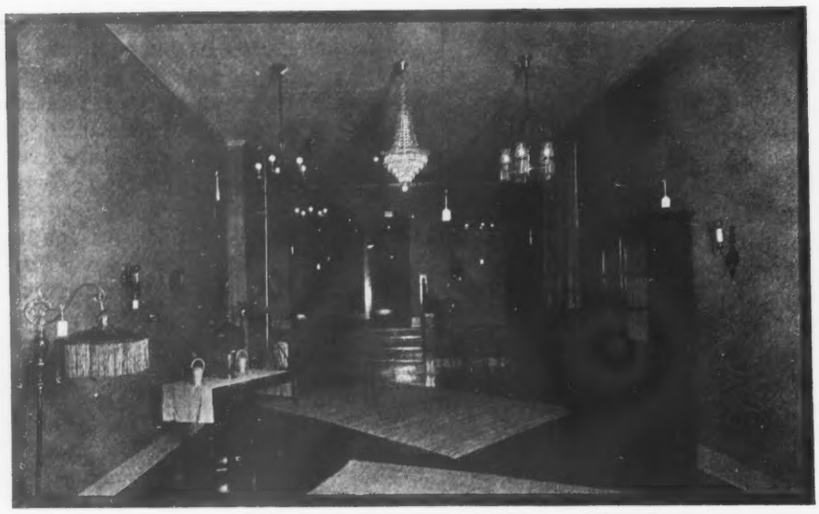
Other equipment is shown in the rooms upstairs, which are furnished, as are the downstairs rooms, to suit the particular styles of fixtures featured. There is a most attractive dining room, with pieces especially designed to make this one of the most artistic rooms in the home. A dainty boudoir, with finely wrought pieces and many attractive numbers in the popular Ivortint finish, is given just the right note by the carefully chosen furniture which gives it the properly realistic "home" appearance. A small room is used for the exhibition of an unusual assortment of pieces for the hall. These fixtures are among the most artistic carried in any of the rooms of the Colony Illuminating Company. They consist of Colonial, Dutch, French, Italian, Oriental and old English numbers, besides the conventional pieces. In a fourth room upstairs is a display of lighting fixtures used for commercial, church and club illumination. This room does not offer quite the opportunity for originality that boudoirs and dining rooms do, but the line is complete and should appeal to the buyer who seeks effective and attractive lighting fixtures.

Mr. Mandeville, who has charge of the business side of the enterprise, and Mr. Breed, who specializes in advising the purchaser as to just what kind of fixtures his particular case demands, have been identified with the electrical industry for a number of years, this being Mr. Mandeville's, the senior partner's, fifteenth year in the business in Louisville. Mr. Breed is younger, but he has had eleven years' experience in the trade, and has made a specialty of selecting lighting fixtures for residences. Both men have a large personal following, and are confident of success in their new undertaking. They believe that they can make theirs an unusual illumination shop not only by carrying the various kinds and styles of fixtures which will suit every kind of architecture, but by giving the buyer the benefit of their experienced knowledge and advising him just what his particular type of home or place of business requires. For the average buyer this is a necessary service and one which should be very much appreciated.

The Colony Illuminating Company will carry no electrical appliances. Instead it concentrates on the unusual in fixtures. Serviceability will



The sign of the "Colony Shop" is a large, old-fashioned candle in a quaint bronze-colored stick, a bulb at the candle's top furnishing the illumination.



The main salesroom or "living room" is used for the display of fixtures suitable to living rooms and sun parlors in residences. The pieces shown here range from the very costly and elaborate to less expensive fixtures which are suitable to modest homes.

not be sacrificed to beauty, but the owners of the shop assure their patrons and the public that the two are at their best when combined. The feature of the Colony Illuminating Company, if we may except the attractiveness of the place itself, is a hand-wrought line of fixtures, which is as lovely as it is unusual. This hand-wrought equipment is carried in the different metal finishes, but the company's specialty is bronze-colored, hand-carved pieces. The display of these pieces is made especially effective by the rose-tinted bulbs, which are used throughout the rooms where these fixtures are shown.

The Colony Illuminating Company is at present engaged in fitting the Woman's City Club Building with new and unusual fixtures. This building is of the Colonial type, and the lighting equipment has been especially selected to conform with this style of architecture. No better building could have been secured for the demonstration of the originality and good taste which is expected to characterize the new shop.

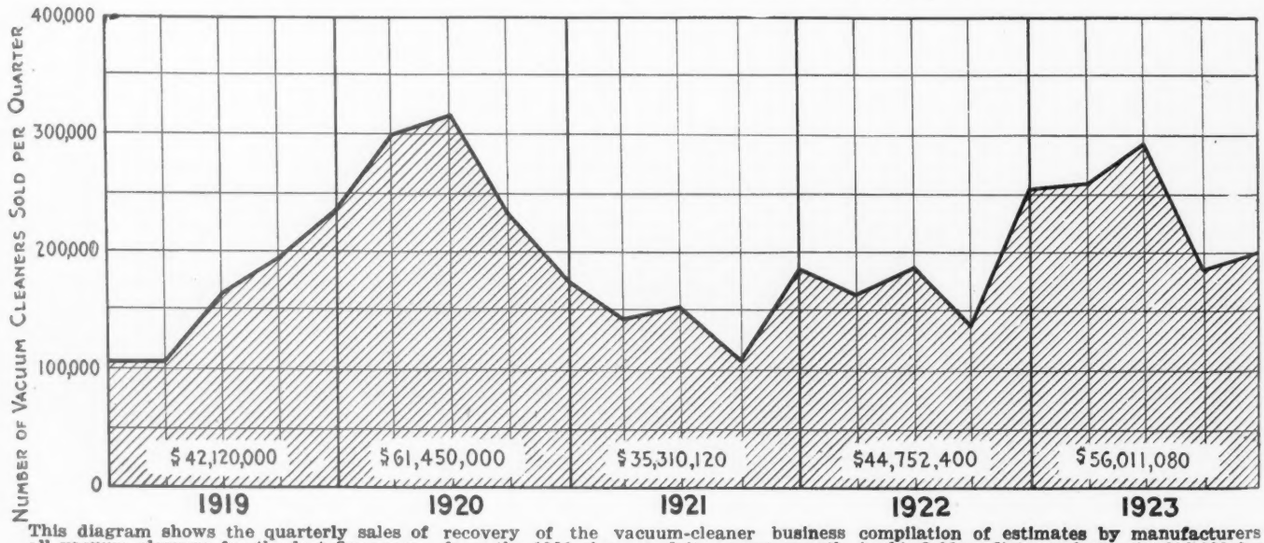
One of the Real Whys of Salesmanship

It costs much more to sell some goods than it does others. Mamie Taylor, the typical five and ten-cent store girl, is not a high salaried clerk. Her chief task, so far as contact with customers is concerned, consists in wrapping up the purchases and making change. Should you ask her where the candy department is she could probably tell you. Ask about the location of any other department and you would likely get the answer, "I don't know." Inquire as to the use of some new item and you would be apt to get the same reply.

Now this thing will go in a store of that kind because its stock is made up almost entirely of articles—staples—which its customers know all about. The goods are so arranged that they will sell themselves. There are certain items in the electrical business which can be handled in the same way but most of our articles require expert salesmanship. Without salesmanship electric washers, ironers, vacuum cleaners, and violet ray machines would be likely to stand around from one year's end to the next. All this not because the business must be wrung from an unwilling public but because customers must be shown. They will buy if convinced that the articles are worth while. It takes salesmanship to do this.

So the electrical dealer must pay higher for his help. This he can afford to do, as a clerk of the right sort will earn his salary and more. The clerk may need occasionally the benefit of the proprietor's selling experience and knowledge of the goods and the latter should make it a point to give both. In general it can be said that a little care in this direction will get an almost immediate return in the form of a better volume of sales.

Five Years of Electric Vacuum Cleaner Sales, by Quarters



This diagram shows the quarterly sales of all vacuum cleaners for the last five years. It reveals, in a striking way, the steady recovery of the vacuum-cleaner business from the 1921 slump and its recent growth to levels approaching the 1920 volume. A compilation of estimates by manufacturers in this field predicts a volume of 1,250,000 for this year, totaling approximately $69,000,000.

Color Lighting of the Electric Shop's Own Show Windows

System of Dimming Flashes and Color Screens Attracts Attention for Electrical Idea—Installations of This Type Suggested for Progressive Dealers

By A. L. POWELL and W. H. RADEMACHER
Edison Lamp Works, Harrison, N. J.

THERE is no better means of utilizing the possibilities of electric light than in the electrical contractor-dealer's own show windows. Gradually the standard of such installations has risen until now in the up-to-date electric shop we rarely see exposed light sources. Lamps are usually provided with suitable reflectors, the light is directed on the merchandise and a reasonably high intensity is supplied. This is not going far enough, however, for we in the electrical industry must be leaders rather than followers.

The progressive dry goods and specialty shops throughout the country are utilizing colored lighting to increase the drawing power of their show windows.

But merchants in this class are not in the slightest interested in selling lighting, whereas electrical men certainly are. It is up to us to take advantage not only of colored lighting as a drawing card but so install this as to compel attention to its effect. With the dry-goods merchant lighting merely forms the background for his picture. In our case it is a very necessary part.

It is a well recognized principle of display work that motion or change will always attract attention. It is not always logical for the ordinary store to install a changing lighting system for such a procedure might tend to draw attention away from the merchandise itself. In the electric shop changing window lighting is indeed appropriate.

Numerous Color Modifiers Now on the Market

Some four years ago an article in this magazine described the novel installation of changing window lighting in the store of L. Kalischer, Brooklyn, N. Y. These windows were fitted with three rows of standard reflectors and Mazda C lamps on various circuits. Gelatin color screens were used over the mouths of the reflectors and a modified sign flasher installed in the basement made the changes. Since that time there have appeared on the market numerous types of color modifying devices for this purpose in the form of gelatin screens and glass color caps, as well as a motor-driven dimmer and circuit changer.

A very interesting installation embodying the most latest types of equipment was recently made in an electric shop in New Jersey. The arrangement and details of construction are so excellent as to warrant description.

The general appearance of the window with unmodified lighting will be seen in Fig. 1. It embodies a feature which is absolutely essential for effective colored lighting—this is a light background. Dark hues and woodwork destroy the effect of such illumination. A very light French gray is employed in this instance. Fig. 4 shows the false ceiling in which panels of Syenite glass are held by a recessed wooden

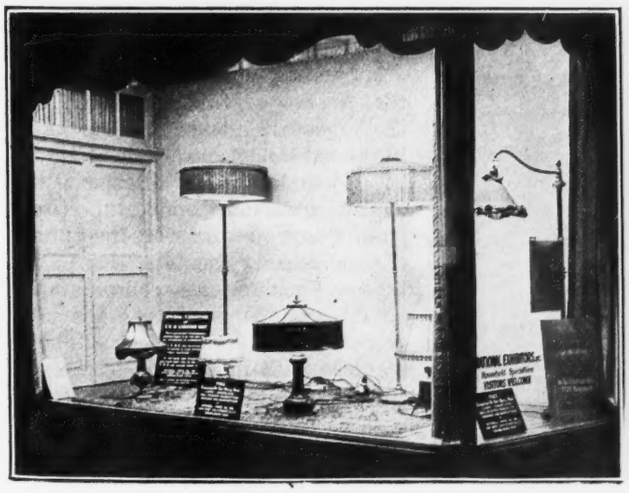


Fig. 1. Night view of show window with high-level, unmodified lighting. It embodies a feature which is essential for effective color lighting—a light background.

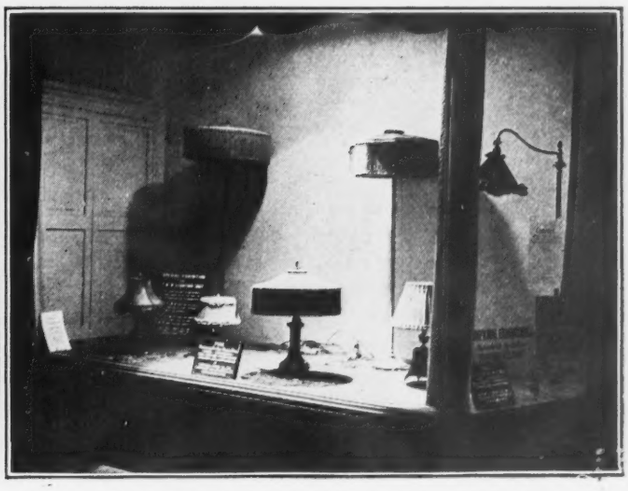


Fig. 2. Night view of show window with spot lamp circuit alone turned on. Circuits are so arranged that any color or combination of colors and spots can be obtained.

frame work. This glass is of the crystal or clear type with an irregular surface and has the property of concealing the light sources without appreciably distorting the distribution of light. The glass sections are loose so that they can be pushed up and shifted to one side when it is necessary to re-lamp or clean the lighting equipment. A standard form of prismatic glass window lighting reflector is mounted above the center of each of the front three rows of panels, with sufficient clearance to allow for the removal of the glass.

One-hundred-and fifty-watt clear type C lamps and Ivanhoe Iris glass color caps are employed. The arrangement of colors is indicated by the plan, Fig. 4. Outlets serving one color are connected in multiple and thence to a motor driven dimmer and circuit changer as shown in Fig. 3. This is located in a small cabinet above the entrance doorway. The unmodified or clear lamp circuit is not fed through the dimmer. The motor is controlled by a convenient wall switch. This device, manufactured by the Ward Leonard Company, is compact and functions very well.

Two Kliegl type standard stage suspension spot lamps with 500-watt Mazda C floodlighting lamps are mounted as indicated. These are provided with an adjustable hanger so that the beams can be directed at

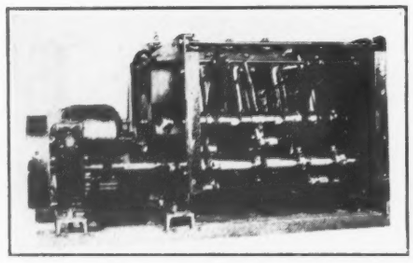


Fig. 3. View of motor-driven automatic dimmer and circuit changer for show windows. This is located in a small cabinet above entrance doorway.

individual portions of the display. The size of the beam is controlled by a focusing arrangement which changes the distance from the filament to the lens. The glass panel directly beneath the spot lamp has a circular hole in order that no diffusion is introduced into the beam. These spot lamps are also on the dimming device. The general effect of the window with the spot lamps alone turned on is to be seen in Fig. 2. Circuits are so arranged that any color or combination of colors and spots can be obtained without the dimmer in the circuit.

As the contactors travel over the plates a typical change is as follows: Amber light full intensity, gradually dimmed green light increasing in intensity to full. Green gradually dimmed red light increasing in intensity to full. Red gradually dimmed spot lights increasing in intensity to full. Spot lights gradually dimmed amber light increasing in intensity to full.

Thus, colors blend from one to another and a most striking set up is provided. The location is ideal for many thousands of people daily pass who represent desirable prospects. The average individual is attracted by the unusual, and in this instance the show window presents a valuable means of compelling and holding attention. The daytime drawing power is of course governed entirely by the window display, but during the hours of darkness, which is often the time when passing crowds are at a maximum, artificial illumination becomes a vital and necessary display element.

The value of unmodified or clear light of high intensity for show windows has been appreciated and today is quite extensively employed. The use of colored lighting opens a field which has hardly been touched but which we know from investigation offers unusual opportunities for drawing the crowd. It is strange that there are so few installations of this type used by the progressive dealer.

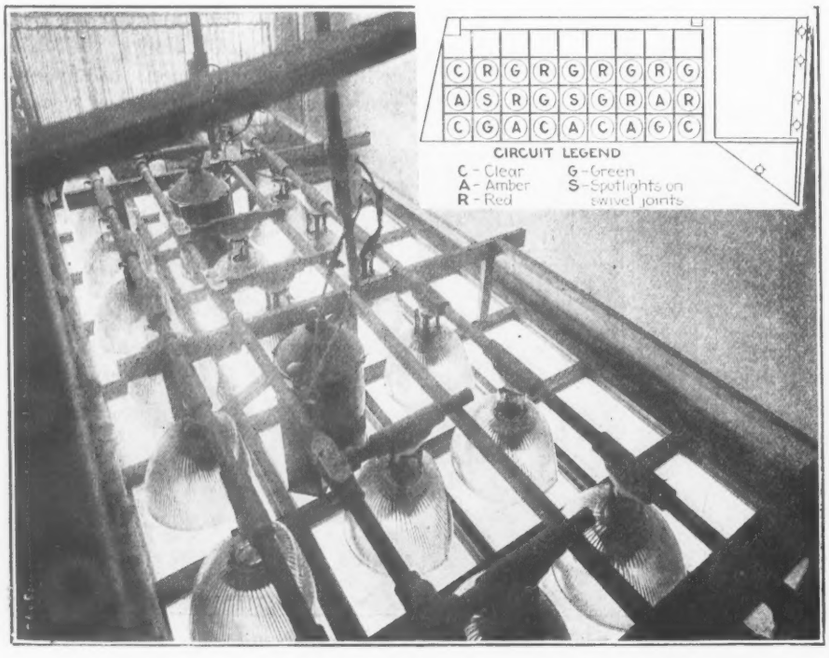


Fig. 4. Arrangement of lamps, reflectors, color caps and spot lamps of walls and ceiling, composed of sections of Syenite glass. The glass sections are loose so that they can be pushed up and shifted to one side when it is necessary to re-lamp or clean the lighting equipment. Insert shows the general plan of color circuits.

Let the Public Discover New Uses!

A giant model of a Simplex electric heater, 6 feet in diam. and of 10-kw. capacity has been used recently at numerous fairs on the Pacific Coast as an advertisement for this firm. The heat that is given off is so intense that it can be felt at a distance of 100 ft. and is somewhat oppressive at 50 ft. The bowl is mounted on a swivel arrangement so that it can be directed as desired—and has proven most effective in provoking public interest.

Numerous inquiries resulting from the display of this heater indicate the general interest being taken in the subject of electric heating and the openmindedness of the public on this question. Aside, of course, from many questions on the subject of the smaller heaters, R. C. W. Libby, Pacific Coast representative of the company, reports that one orchardist, on seeing the large bowl, inquired with interest as to the possibilities of its use as a protection to fruit groves during frost periods. He left with the intention of studying further into the possibilities of this application. A doctor in Los Angeles considered using the powerful heater as a means of giving electric baths to his patients.

How One Company Is Cutting Out the "Wholesale Price" Evil

A Jobber's Courageous Stand to Eliminate Selling of Home Appliances to Industrial-Plant Employees on Company Requisitions

THE practice of granting "discounts" to all comers is prevalent in many cities, particularly in those with large industrial populations where individual employees can take advantage of the "wholesale prices" offered the purchasing agents of their companies for bona fide industrial equipment.

In one such eastern community, one electrical jobber handled 281 separate transactions from one large industrial concern during last December, on all of which wholesale prices were given in exchange for regular orders from the industrial plant. The employee was supplied with a blank order with an order number, and then he filled in whatever article he finally decided upon. It was found that this privilege was extended to whole families, and every article that went into the home was bought in that way. The rapid development of the system came about by having a very strongly organized purchasing agent's association in the city, whose members exchanged information at their regular monthly meetings. This situation led to the issuance of the accompanying letters by one jobbing house determined to put a stop to the practice so far as its own business was concerned.

Support from Other Jobbers Will Bring Success to Plan

"We have been rather unfortunate in not receiving much support from the other electrical dealers and jobbers," explains an executive of the firm issuing the "refusal" bulletins, "but we keep hammering at it and about once a month we send out a shopper who represents herself as being an employee of some large local industrial plant and being in the market for some electrical appliance. She asks if she can obtain any discount by bringing a company order, and in most stores she visits she is still given to understand that such an order will give her the privilege of a wholesale price. But we will never go back to the old practice, no matter whether all the other dealers persist in doing business the old way.

"We found that most of the purchasing agents from the larger industrial plants were glad to get rid of this employee buying, as it caused them no end of trouble. Moreover it was not appreciated, but was simply taken for granted. In one case, shuting down on requisitions eliminated the employment of two extra clerks whose time was entirely occupied in collecting from employees the money to pay bills for their personal needs which were billed to the industrial plant on regular orders issued by its purchasing department."

Notice to Jobber's Sales Organization

Effective this date, we are withdrawing all discounts from all buyers except dealers regularly established in business and retailing to the public, or to those industrial or manufacturing plants on such materials as enter into plant maintenance, factory extension or manufactured products.

This is a radical departure from our former sales policy and calls for extra effort on the part of every one in this organization. It is a courageous stand that we are taking and we wish you personally to enter into it with the same faith that your directors have in its results.

A survey shows us that approximately 70 per cent of the buying public are now enjoying wholesale prices—a condition that is economically unsound. We must correct it before its proportions grow more alarming.

Therefore, from now on, you will make no special concessions or discounts, without being perfectly sure that the customer is fully entitled to the consideration. Treat each case individually—use diplomacy and tact—and when you feel that you cannot handle the case personally, if you believe that the customer will leave with any ill-will toward our company—call upon one of the directors for assistance.

CLARENCE WHEELER,
President.

Announcement to Public of "Retail Prices Only"

Beginning today we are making a change in our sales policy, whereby all discounts are withdrawn except to established dealers who buy for resale, and to industrial plants on such items as enter into plant maintenance, factory extensions or manufactured product.

While this is a departure from our past policy—a policy which we practiced for many years—we feel justified in our action. Originally intended as a courtesy to be enjoyed by purchasing departments and executives, we find ourselves in a position wherein we are giving retail service at wholesale prices, not only to those for whom it was intended, but to 70 per cent of the buying public of Rochester! This, you will agree, is economically unsound.

Keep in mind, if you will, that this does not affect your status with us as a buyer at wholesale prices of such goods as are used in your plant. We wish to emphasize that point, because we nevertheless hope to make of our service such a tangible thing that you will have no hesitancy about entrusting us with your orders for electrical requirements.

WHEELER-GREEN ELECTRIC
SUPPLY COMPANY.

"Rugs and Carpets"—What You Should Know About Them

"The life of a rug is determined almost entirely by the care it receives. Of course, certain weaves will withstand hard usage very much better than others, and yet high price does not necessarily mean long life. In fact, some of the finest rugs are the ones that require the most careful handling."

Of course, we all know this—theoretically. Yet how many of us have always felt instinctively that the more expensive the rug, the longer it will last? Carpets are a closed book to most of us—as well as the proper care of them.

A book of exceptional interest to the electrical dealer and vacuum cleaner salesman is "Carpets and Rugs," published by the Hoover Company, North Canton, Ohio.

The book has chapter headings on the various carpet types, the manufacture of carpets, how to select a rug—and finally, the care of carpets and rugs, with particular reference to the electric vacuum cleaner.

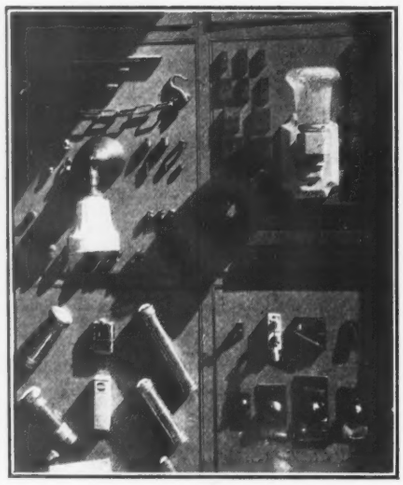
Store Methods That Pay—Grouping Re

Display Panels Increased Sales Twenty-Five per Cent

BY J. H. BRYAN

The Bunting Hardware Company, of Kansas city, Mo., has built up a valuable business in electrical appliances. Its success in handling this and other lines of goods is attributed largely to the scientific way in which its goods are shown. The firm has used its large windows for displays of a very striking character, and recently it added a feature which has substantially increased sales. This feature is the use of display panels, which have increased the sale of electrical appliances and other goods 25 per cent, since this new idea was adopted.

This "Panel Display" as it is called, was tested out through a number of months in the Kansas City store. It was not finally adopted until results had been checked up by Manager Schaffer and his assistants, with those of some of the best display windows in a number of other cities. The panels used are about two by three feet in size and are covered partly with velvet and partly with billiard-table cloth which holds its color especially well. The arrangement in the show window is so designed that the panels have the appearance of being framed. There are two tiers of the panels, and they are set at the rear of the window. These panels being of the same size are interchangeable. The strips between them are painted white, which color contrasts well with the green cloth of the panels.



These panels are about two by three feet in size, covered with velvet and billiard cloth. The strips between the panels are painted white.

On the interior of the store a similar arrangement is made with other panels placed back to back with those in the window, thus producing a two-way display.

The Advantages of the Idea

The advantages of the panel display as stated by Mr. Schaffer, are as follows:

1. The best window display contains only a single line of goods. This makes a distinctive appeal and impresses more vividly on the mind of the prospective customer the attractiveness and the desirability of the articles shown. This advantage is lost when the window has in it a large number of rather unrelated articles. Where a store has two or more windows, each can feature a separate line, thus multiplying the appeal.

2. By the use of panels, the value of a show window is enhanced, as a line can be displayed in greater detail. This is done, too, without loss of distinctiveness. It is like multiplying the space of the show window as many times as there are panels in the display.

3. Showing the various sizes of an article on the same panel has its advantages. Many who have at home one size of an article shown, will be induced to come in and buy other sizes. The idea of buying a whole set is also suggested and a good salesman can often cash in on this thought.

4. Price tags which can be easily read, are attached to all the articles shown in the Bunting Hardware Company's show windows. These tags help to draw customers into the store. The price tags are also time savers. The customer who has examined the window almost always asks for a certain article at a given price. This enables the salesman to give quicker service and makes sure that he does not sell his customer an article of less value than the latter is willing to buy.

5. According to Mr. Schaffer, where two tiers of panels are used about twice the usual amount of articles are shown. Then, the floor space of the window affords room for additional display.

6. The low cost of the panels, the convenience with which they are removed, replaced and changed, are all points in their favor. By shifting the panels, an entirely different effect may be produced. With a few extra panels to slip into the places of the old ones the classes of goods displayed may be entirely changed without tearing down the ones removed. These may be featured in the store or kept for later use.

How the panels look in showcases. Because the panels are uniform in size, they are readily interchangeable. One of the principal advantages of the panel idea is that the various sizes of an article may be shown all together on one panel. Comparisons are thereby more easily made and additional purchases often suggested.

A Rapid Fire "Want Book" Improves Turnover

"Want books" that are a genuine help in improving turnover and also in preventing loss of sales through incomplete stocks, are furnished their dealers by some jobbing houses. In these books every other leaf is in the form of an order blank and is perforated so that it can be torn out. The plan for the use of this book is simple. Whenever it is seen that the stock of any article is running low, the name of the item, the size, make and other necessary information is entered on one of these order

Related Products Increases Unit of Sale

blank leaves. Before closing time each day the dealer gives the stock a rapid once-over, inquires of clerks and examines his purchase and sales records if he has them. If this search discloses other items that are needed, the proper entries are made on the leaf mentioned and the quantities needed are noted. When the order is large enough for a shipment, or in case of a hurry call, shipping directions are given and the leaf torn out and mailed to the firm furnishing the book. This plan speeds up turnover by helping a dealer in carrying out the profitable policy of buying little and often.

Loss of sales through stocks running out during delays while waiting for the traveling salesman, are thus largely avoided. This plan also helps the dealer to better service and the more favorable prices which come from the concentration of his orders with fewer firms.

Now what about the alternate leaves—those that separate every two order blanks? These leaves are permanently bound in the want book; they contain numerous suggestions as to fast selling, profit-paying lines, ideas on stock management and other valuable information for the dealer and his salesforce.

A Good Store Front Speeds Up Sales

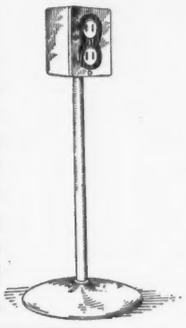
"The Key to Getting the People In," is the title of an instructive booklet being mailed to merchants by the Zouri Drawn Metals Company, Chicago Heights, Ill. This booklet tells how a distinctive front contributes to success in the retailing of goods.

A good store front rightly used is the retailer's most resultful advertising medium. This fact is borne out by the results attained by chain store systems and by many individual retail successes. Fronts of this character draw customers in such number as to more than meet the rent problem of the better locations. Besides this, such fronts are a satisfactory answer to the all-important advertising question of the neighborhood or other store which cannot profitably use newspaper space.

For the information of merchants who may be interested, this booklet features a variety of fronts in styles suitable to stores of different classes, sizes and conditions.

Convenience Outlets Mounted on Pipe Stand

Every six feet in front of the show cases in which he displays electrical appliances, a New York City electrical dealer has convenience outlets mounted waist-high on stands made of a length of iron pipe. Not only is he able to connect up any appliance that customers wish demonstrated without having to walk to another part of the store, but at the same time he is able to drive home the lesson of convenience outlets.



The Home Electric Idea in Store Display

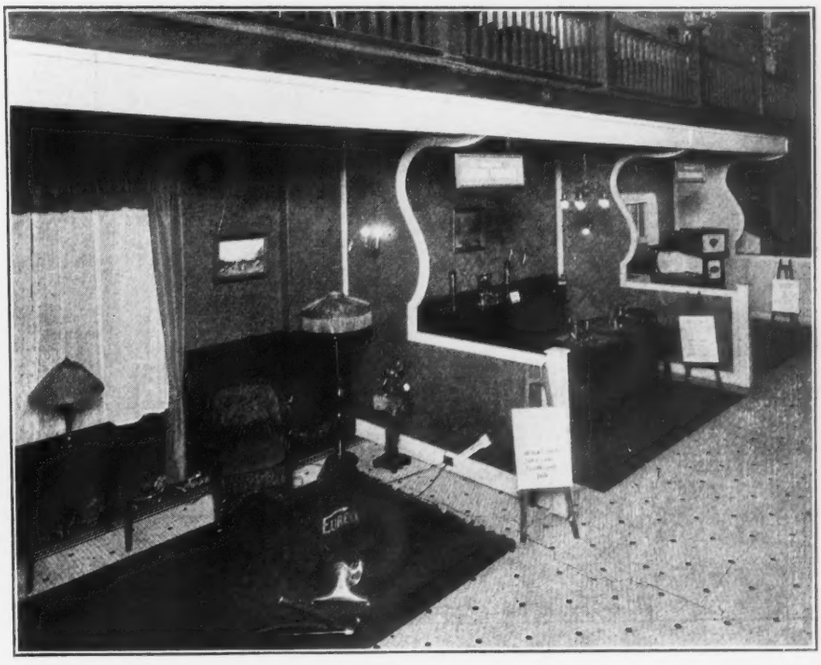
The advantage of the Electrical Home has been that the electrical appliances, fixtures and wiring are shown in their normal surroundings, conveying in the best possible way, by example, the idea that it is desired to present. Appliances displayed in this way have the same advantage over the detached appliance shown in the store that these appliances have over a picture in a catalogue. They appear more real.

Appreciating the value of this form of demonstration, the Salt Lake Shop of the Utah Power and Light Company has built an electric home, as it were, on the floor of its sales room. The south wall of the shop has been partitioned into three rooms, a kitchen, dining room and living room, each being equipped with suitable furniture and the popular electric appliances. Great care has been taken not to overdo things.

Each room conveys a message of convenience and cheerfulness and permits the visitor to visualize the many advantages of electric equipment in the home. Especial prominence is given to the convenience outlet. At least one is provided in a conspicuous position in each room and from these outlets actual demonstrations are conducted.

Modern lighting fixtures are installed in each room, thus giving an opportunity to teach the lessons of good illumination and to display lighting equipment in a way not possible in the crowded surroundings of the fixture department.

Not only does the exhibit create an atmosphere in the store as one interesting and distinctive, but it brings together related lines of equipment so that the customer is reminded of other articles in which she may be interested. It is felt that this miniature Home Electric has been of material assistance in demonstrating and selling merchandise.



Introducing the home atmosphere into store sales—the model Home Electric in the Salt Lake Shop of the Utah Power and Light Company. Space along one side of the store is partitioned off into three rooms. The living room is shown in the foreground of the picture, the dining room next, and the kitchen in the rear.

Sonnenberg Makes Money in Residence Wiring

Luck and Guesswork Have No Place in This Firm's Working Plan—Wins a Success of Wiring Old Houses—How It Is Done—The Records Used—Pays Bonus to Employees

IRVING SONNENBERG Company, Inc., Brooklyn, N. Y., makes a business of wiring old houses. This is a line of electrical enterprise that has left scars on the fingers, dispositions and bank accounts of a good many contractors. This firm, however, has, from a small beginning, built up a business which now averages $125,000 per annum. Best of all, it is paying 10 per cent net, and has done that almost from the start. How these results were secured is no secret. Attention to such details which will be described later and which many dealers sometimes consider rather unimportant, is the basis of this success. Irving Sonnenberg frankly laid all cards on the table when we inquired as to how he did it, during a recent call at this company's store.

This firm carries a large stock of lighting fixtures and some appliances, most of which are merchandised in connection with its contracting business. Eight years ago this firm occupied extremely small quarters—"a hole in the wall," as Mr. Sonnenberg expressed it—and the working force consisted mostly of himself with one or two helpers when he needed them. All this has changed. A large force is now employed which consists of field salesmen, several wiring crews and a number of fixture hangers. All of Mr. Sonnenberg's time is required at his office and store.

Guesswork Has No Place Here

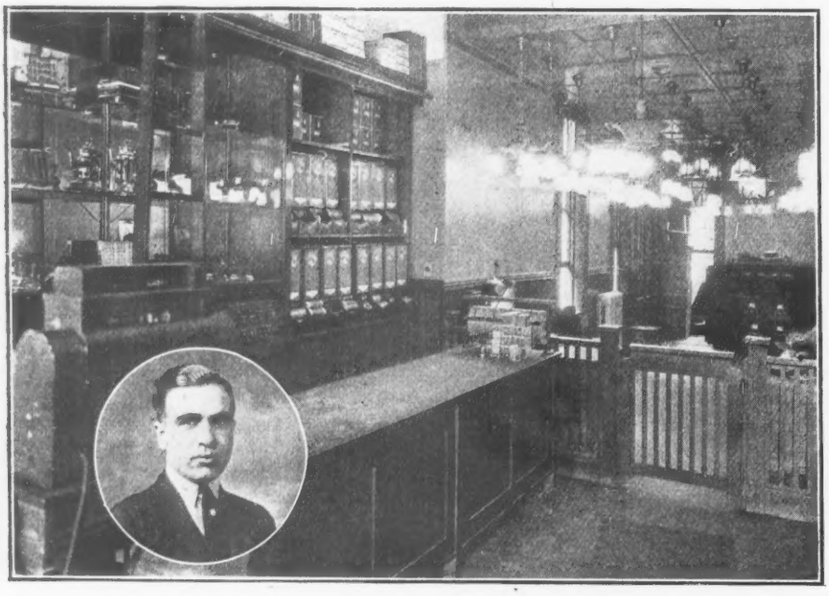
Guesswork has no place in the management of this business. Thirty per cent is figured as the basis of overhead in this store. However, as it has been found that these figures vary some, according to the season, prices of goods and work are figured proportionately. With its store record as a guide, this firm is able to estimate very closely stock requirements. As a result, the purchases are so regulated that although sales are heavy, there is one turnover every month. Naturally, we inquired: "How about the stickers? For example, those styles of fixtures which fail to take well with your customers." Mr. Sonnenberg replied:

"We do sometimes guess wrong as to the styles our trade will like. For this reason any new patterns we take on are bought cautiously at first. If they do not sell, we reduce the price, to a point where they will move, and the line is discontinued. As fixtures are bought largely on taste as all style goods are, we are able to make some allowances for any discounts of this kind we have to take." Contracts are figured on such a basis that the firm knows, at all times, just what it is doing and how much it will make on jobs.

How This Business Is Secured

The company goes after its contracts largely through salesmen who operate on a commission basis. A sales force of twelve men is employed. Each salesman does house-to-house work and is prepared to submit approximate figures as to the cost of wiring the prospect's house. He is also prepared to play up the idea of good fixtures. These two items, however, are handled on different contracts. After the wiring job is sold, it is then that the salesman begins to talk fixtures. With his ever handy car he is prepared to take the prospects quickly to the store and show the fixture stock. There is nothing like showing the goods in making a sale, so Mr. Sonnenberg says. The customer knows just what he is getting and there is no disappointment afterwards.

Contracts will be accepted on a time payment plan. Mr. Sonnenberg stated that his company handles its own contracts instead of disposing of them to a financing organization. Monthly payments are required, and all contracts mature in ten months. Five per cent extra is charged to cover interest and the added cost of the time payment method. In case a customer should lag in payment, one of the service men whose task it is



Here we have a glimpse of the handsome Sonnenberg store and of the good looking Mr Sonnenberg himself, president of I. Sonnenberg & Company. This firm specializes in residence wiring and does a flourishing business. Aggressive salesmanship, good service and the absence of guesswork are back of the fine results attained.

to look after such accounts, calls in due season. He either makes collection or arranges for a definite date later. Such matters are watched closely. While a customer is not unduly pressed if he shows a disposition to pay, yet the company is prepared to take a lien if it seems advisable which is seldom the case.

The Record System Used

Mr. Sonnenberg showed us, with pardonable pride, the system he uses for handling the contract business. This is simplicity itself, but thoroughly effective. In planning a job, after the contract has been taken, a record sheet is filled out. Everything is added that the estimator believes will be required to complete the job. When work is completed, the mechanic fills out a ticket giving all information as to the material used or returned. A second sheet like the one shown in this story, is then made out showing exactly what was used, the amount of time and other items that enter into the figuring of this contract. This sheet explains itself. The total cost is secured and deductions and allowances are made to get net cost and the actual profit to the company. This sheet is filed with the customer's duplicate of the contract.

Uses a Bonus System

A debit and a credit record is kept of each mechanic and helper. Note is made at the end of each week of any additional cost or saving which may have occurred on a job as a result of each employee's work. This record becomes the basis used in figuring his share of the bonus which the company allows its employees. This bonus is one-half of all profits made above a certain per cent.

Responsibilities are systematically apportioned among the men. There are assistant managers and helpers of all kinds, so that if someone is obliged to lay off, another is available to carry on the work during such absences. The team work in this firm is excellent and the best of harmony prevails among the employees and between them and the officers of the firm. All are giving their best toward pushing the business, in the net profit of which every one has a share.

It is the fixed policy of this firm that each department must pay its own way. Prices are so figured that every item will show a fair profit. "We believe that every article we sell and every job we do should stand on its own feet" concluded Mr. Sonnenberg.

NAME SIMPSON
ADDRESS 1116 STEUBEN AVE.
STARTED 4/25 - 2 P.M.
COMPLETED 5/2 - 10-30 A.M.
MECHANIC JONES
HELPER JACKSON

TOOLS

	Returned
MATERIAL BOX	
STEP LADDER	
SNAKES	
EX. LADDER	
HICKEYS	
ELECTRIC DRILL	
STOCK AND DYE	
OUTLET CUTTER	
VISE	

Quant.		Price
388	BX CABLE FT. 2 W.	41 56
170	BX CABLE FT. 3 W.	11 80
60	BX CABLE FT. 10-2 W.	5 40
23	BX CONNECTORS	69
10	GREENFIELD FT.	75
2	GREENFIELD CONNECTORS	24
1	SERVICE HEAD	25
10	PIPE ½" FT.	60
39	PIPE ¾" FT.	2 10
	PIPE 1" FT.	
2	LOCKNUTS & BUSHING ½"	05
1	LOCKNUTS & BUSHING ¾"	05
10	LOCKNUTS & BUSHING 1"	50
8	METER BOARDS	1 60
7	METER BOXES	16 00
20	SCANTLING	30
5	CUTOUTS 2 W.H.	55
1	CUTOUTS 2 2 2 5	22
1	CUTOUT BOX 7 CIRCUIT	1 00
6 34	STUD & COMBINATION BX3	4 68
2	3 INCH BOXES	15
	4 INCH BOXES	
	BUSH COVERS	
	REINFORCED CORD	
	PORCELAIN SOCKET	
	WIRE No. 14	
230	WIRE No. 10	3 22
	WIRE No. 8	
33	WIRE No. 6	33
	TAPE, LBS.	
6	KNOBS	30
22	PLUG FUSES	66
2	STRAPS, LBS.	20
2	NAILS, LBS.	20
2	GROUND CLAMPS	6
	LUGS	
4	PLASTER, LB.	12
5	SCREWS, DOZ.	60
5	NIPPLES	1 00
8	LEAD SHIELDS	40
	FORWARD	36 29

Quant.	FORWARDED	Price
	CONDULET ½"	96 29
	CONDULET ¾"	
	CONDULET 1"	
9	THIMBLES	09
4	SWITCHES 3 WAYS	1 60
2	SWITCHES DOUBLE POLE	56
	SWITCHES SINGLE POLE	
	SWITCH PLATES	
3	SWITCH PLATES	18
1	SNAP SWITCH & COVER	28
6	GEM X BOXES	66
	RECEPTICAL FLUSH	
	RECEPTICAL PLATES	
1	RECEPTICALS CELLAR	18
1	PEDIBAL BUSHINGS	05
12	SPIKES	12
✓	SOLDER, LBS.	10
	PASTE	10
	LOOM, FT.	
	EXPENSE	20
		100 41
	LABOR MECHANIC	46 00
	LABOR HELPER	18 00
	INSPECTION FEE	4 00
	COMMISSION	33 90
	OVERHEAD	100 80
	TOTAL COST	302 81
	MDSE. RETURNED	
	CREDIT	
	AMT. OF CREDIT	336 00
	NET COST	302 81
	PROFIT	33 19

This simple form developed by Mr. Sonnenberg has proven a most effective safeguard against error and losses.

How Matthews Introduced Farmers to Radio

Probably the best publicity for the spreading of the gospel of radio in Alabama was that of the Matthews Electric Company, Birmingham, jobbers, who believe in the efficiency of general advertising as a means of increasing business. The Matthews company, in co-operation with the *Birmingham News* recently established a radio system throughout the state and placed it under the supervision of the electrical engineering department of the Alabama Polytechnic Institute at Auburn.

The Matthews Electric Company gave to the school ten good radio receiving sets and the *Birmingham News* presented the school with equipment for an up-to-date broadcasting station. Item number one in the constructive advertising for the radio business in general was the newspaper stories telling of the equipment donated to one of the state's most popular institutions.

The broadcasting station was installed at the college and four of the receiving stations were placed at points about the campus for experimental work by the pupils. Item number two of the constructive advertising was that the electrical engineering students who are to be the future electrical men of the state were given thorough instruction, along with their college courses, about buying electrical equipment from the Matthews Electric Company which freely displayed the fact that the receiving sets had been donated to the school.

Sets to Farm Demonstration Offices

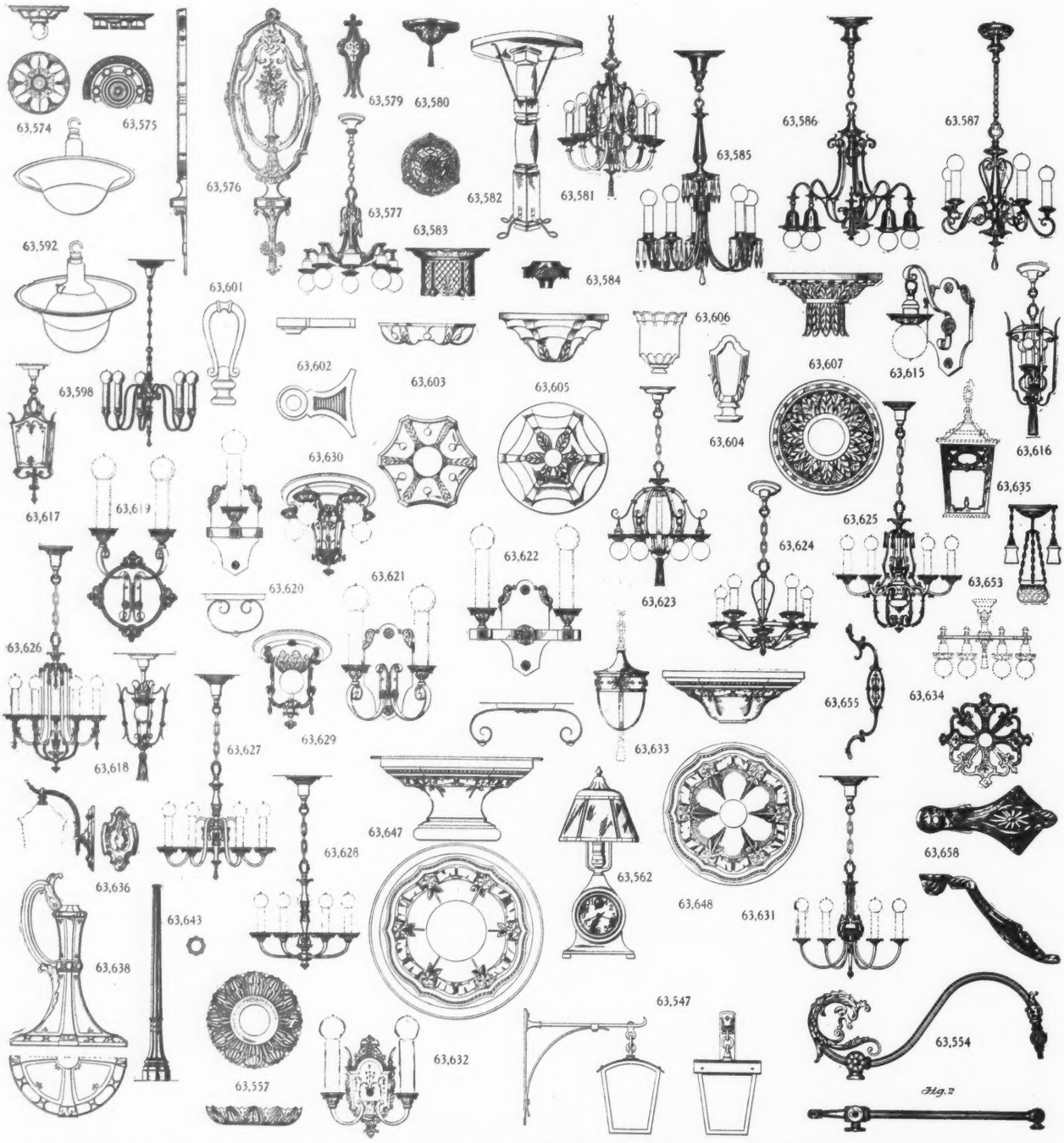
The six remaining radio receiving sets were placed in the farm demonstration offices of six widely separated counties, one in each district of the state. Each was marked as the property of the Alabama Polytechnic Institute at Auburn, gift of the Matthews Electric Company of Birmingham and put in the hands of the county farm demonstration agent for operation. The demonstration office is a congregating place for farmers. Item number three of the constructive advertising was that radio became well known in the remote country districts, and item number four was that Matthews Electric Company also became well known. Radio agents appeared with the magic of mushrooms, overnight, in the small towns and communities throughout the state. They were ordering receiving sets in job lots.

Item number five in the constructive advertising campaign was that through their campaign to boost radio in the state the Matthews Electric Company not only boosted their own business through the outside but boosted it through the retail electrical dealers as well, since many of the country people preferred to come or send to their electrical dealer in town and buy their radio set from a merchant they knew.

Through the concerts held at the office of the county farm demonstration agent farmers in the state were inspired to have the concerts in their own homes. This was the campaign which introduced radio to the farmers, a class which electrical dealers agree will be the most ardent customers of all in the long run.

"For the amount of money that this publicity stunt cost us I would say it is the best we have ever put on," said Mr. Matthews in speaking of the Auburn radio system. "The returns in dollars and cents that can be counted today is enormous, to say nothing of the business which is piling up for the future."

There is a well known baker who advertises on the theory that "The best sort of advertising is a sample of the goods." Mr. Matthews found that the baker's method worked admirably in the advertising of radio.



Record of Fixture Patents

Compiled by Norman Macbeth

DESIGN PATENTS

The following are all the design patents pertaining to lighting material issued by the U. S. Patent Office, from Dec. 4, 1923 to Dec. 25, 1923.

63,388. Lamp. Mary Elizabeth Bishop, Brooklyn, N. Y., assignor to Decorative Arts League, Jersey City, N. J. Filed June 13, 1923. Issued December 4, 1923.

63,403, 63,404. Lighting-Fixture Bracket. Norman Lipsky, New York, N. Y., assignor to Henry Hyman & Company, Inc. Filed May 15, 1923. Issued December 4, 1923.

63,441. Lamp Standard. Adolf Steffen, Pittsburgh, Pa., assignor to Pittsburgh Lamp, Brass & Glass Company, Pittsburgh, Pa. Filed May 12, 1923. Issued December 4, 1923.

63,455, 63,456. Ring, Wall Bracket for Lighting Fixtures. Thure E. Dahl, New York, N. Y. Filed July 3, 1923. Issued Dec. 11, 1923.

63,475. Lamp. Henri G. Levy, San Francisco, Cal. Filed January 3, 1922. Issued December 11, 1923.

63,520 to 63,544 inclusive. Lighting Fixtures and Accessories. Percy S. Warman, Roselle, N. J., assignor to Beverly Lights Corporation, Providence, R. I. Filed April 27, 1922. Issued December 11, 1923.

63,547. Lantern. Herman H. Wolter, Meriden, Conn., assignor to Edward Miller & Co., Meriden, Conn. Filed July 5, 1923. Issued December 11, 1923.

63,550. Combined Light Support, Garment and Hat Rack. John Batson, Murphysboro, Ill. Filed February 26, 1923. Issued December 18, 1923.

63,554. Bridge Arm for Lighting Fixtures. Abraham Cooper, Brooklyn, N. Y. Filed February 20, 1923. Issued December 18, 1923.

63,555. Fixture Arm. Moris Geringer and Isidor Geringer, New York, N. Y. Filed March 5, 1923. Issued December 18, 1923.

63,557. Husk for Lighting Fixtures. Hans Huebner, Milwaukee, Wis., assignor to Moe-Bridges Company, Milwaukee, Wis. Filed May 24, 1923. Issued December 18, 1923.

63,560. Street-Lamp Post. Arthur G. Kinney, Fargo, N. Dak., assignor to The Fargo Foundry Company, Fargo N. Dak. Filed February 27, 1922. Issued Dec. 18, 1923.

63,562. Otto Lamacchia, Bridgeport, Conn. Filed July 26, 1923. Issued December 18, 1923.

63,568. Lighting Fixture. George Ludwig, Milwaukee, Wis., assignor to Moe-Bridges Company, Milwaukee, Wis. Filed June 27, 1923. Issued December 18, 1923.

63,570 to 63,575 inclusive. Lighting Fixtures. William J. Meixner, Camden, N. J., assignor to Voigt Company, Philadelphia, Pa. Filed July 28, 1923. Issued December 18, 1923.

63,576. Plate for Lighting Fixtures. John C. Mettler, Chicago, Ill., assignor to Beardslee Chandelier Mfg. Co., Chicago, Ill. Filed April 2, 1923. Issued December 18, 1923.

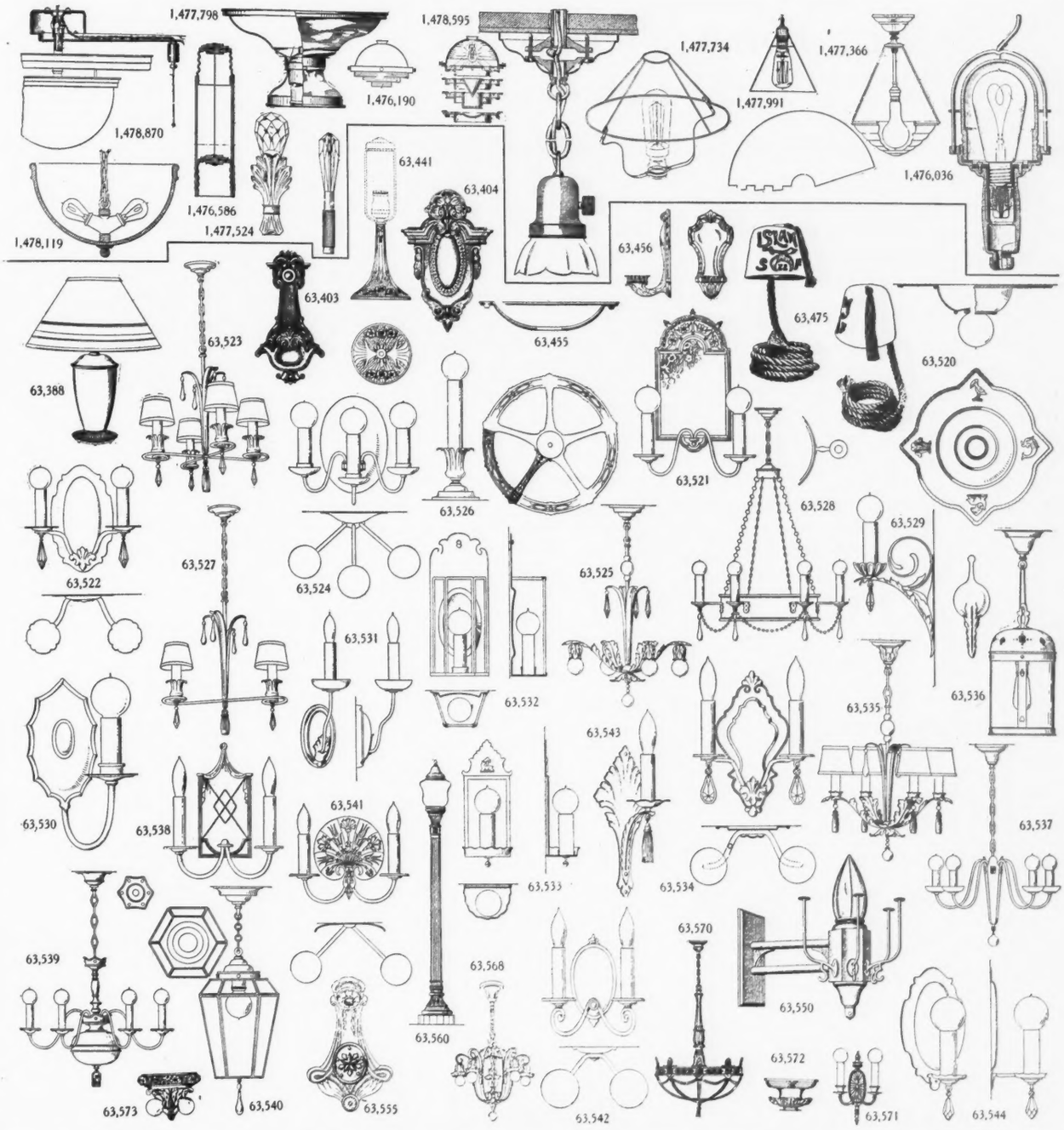
63,577. Chandelier. Abraham Miller, New York, N. Y. Filed February 21, 1923. Issued December 18, 1923.

63,579. Backplate for a Lamp Fixture. Albert J. D. Ohm, Astoria, N. Y., assignor to Max Schaffer Company. Filed July 23, 1923. Issued December 18, 1923.

63,580, 581. Lamp Fixture. Albert J. D. Ohm, Astoria, N. Y., assignor to Max Schaffer Company. Filed July 23, 1923. Issued Dec. 18, 1923.

63,582. Flower or Lamp Stand. John T. Phillips, Lafayette, Ala. Filed July 3, 1923. Issued December 18, 1923.

63,583, 584, 585, 586, 587. Chandelier. Frederick Max Poritz, New York, N. Y., assignor to Star Chandelier Company, Inc., New



York, N. Y. Filed May 29, 1923. Issued December 18, 1923.

63,592. Lighting Fixture. William H. Spencer, New York, N. Y., assignor to I. P. Frink, Inc., New York, N. Y. Filed September 22, 1921. Issued December 18, 1923.

63,598. Chandelier. Albert Ullman, Cleveland, Ohio, assignor to the Scott-Ullman Co., Cleveland, Ohio. Filed June 8, 1923. Issued December 18, 1923.

63,601, 602, 603, 604, 605, 606, 607. Accessories for Lighting Fixtures. George Ainsworth, Great Neck, N. Y. Filed May 25, 1923. Issued Dec. 25, 1923.

63,615 to 63,632 inclusive. Accessories for Lighting Fixtures. Frank S. Crowell, Toledo, Ohio. Filed June 6, 1923. Issued December 25, 1923.

63,633, 634, 635, 636. Lighting Fixtures or Similar Articles. Le Roy A. Crumley, New York, N. Y., assignor to M. Eisenberg & Son. Filed February 24, 1923. Issued December 25, 1923.

63,638. Pedestal for Lighting Fixtures. Thure E. Dahl, New York, N. Y. Filed June 9, 1922. Issued December 25, 1923.

63,643. Upright for a Lighting Unit. Joseph W. Gosling, Schenectady, N. Y., assignor to General Electric Company. Filed May 11, 1923. Issued December 25, 1923.

63,647, 648. Ceiling Light for Lighting Fixtures. Canopy for Lighting Fixtures. Hamilton T. Howell, New York, N. Y., assignor to Alfred Vester Sons, Inc., Providence, R. I. Filed October 28, 1922. Issued December 25, 1923.

63,653. Chandelier. Thomas J. Mahoney, St. Louis, Mo. Filed July 10, 1922. Issued December 25, 1923.

63,655. Arm for Lamp Fixtures. Albert J. D. Ohm, Astoria, N. Y., assignor to Max Schaffer Company. Filed July 23, 1923. Issued December 25, 1923.

63,658. Lighting-Fixture Arm. Isidor Rosenblatt, Brooklyn, N. Y. Filed June 18, 1923. Issued December 25, 1923.

MECHANICAL PATENTS

1,476,036. Electrical Receptacle. Reuben B. Benjamin, Chicago, Ill., assignor to Benjamin Electric Manufacturing Company, Chicago, Ill. Filed June 7, 1919. Issued December 4, 1923.

1,476,190. Lamp Shade. Ernest H. Strauss, Chicago, Ill. Filed March 18, 1920. Issued December 4, 1923.

1,476,586. Electrical Plug and Socket Extension Unit. George H. Bowen, Boston, Mass. Filed January 30, 1920. Issued December 4, 1923.

1,477,366. Lighting Fixture. Benjamin F. Klein, Cleveland, Ohio. Filed June 29, 1921. Issued December 11, 1923.

1,477,524. Finial. Edward C. Ruttenberg, Chicago, Ill. Filed December 9, 1922. Issued December 11, 1923.

1,477,734. Lamp-Shade Carrier. Henry James Waite, Peckham, England. Filed July 13, 1922. Issued December 18, 1923.

1,477,798. Holder for Electric-Light Fixtures. Pasquale Altamura, New York, N. Y., assignor to Simplex Metal Spinning & Stamping Company, Inc., New York, N. Y. Filed October 20, 1922. Issued Dec. 18, 1923.

1,477,991. Lamp Shade. Stanley Henry Baker, Manchester, England. Filed May 3, 1922. Issued December 18, 1923.

1,478,119. Electric-Light Cluster Socket. Max Herskovitz, Chicago, Ill., assignor to Peerless Light Company, Chicago, Ill. Filed December 14, 1917. Issued December 18, 1923.

1,478,595. Fixture Support. Frederick E. Wooley, Central Valley, N. Y. Filed January 20, 1922. Issued December 25, 1923.

1,478,870. Lighting Fixture. Clemens J. Drees, Little Rock, Ark., assignor to St. Louis Brass Manufacturing Company, St. Louis, Mo. Filed August 18, 1920. Issued December 25, 1923.

Electrical Men Who Live in Electrical Homes

Can You Beat the Records of These Two?

IF 1923 is remarkable in no other way, it bids fair to be remembered as the year when electrical men everywhere decided to live in electrical homes.

Electrical Merchandising's announcements in recent issues, of the new plan of holding "Electrify Club" contests among electrical men in local communities, have inspired many electrical men to examine and check up their own homes, with a view to finding out if they were open to the charge of preaching every day in business what they did not themselves practice at home. Some of them are quite proud of the results. Others are not. Two of the former were so puffed-up over their discoveries that they sent in their "points" to *Electrical Merchandising*, to show other electrical men how to do it!

A Record from Mr. Gute of San Francisco

"In looking over qualifications necessary for membership in the 'Electrify Club,' as shown in *Electrical Merchandising*, it occurred to me that you Easterners were getting altogether too cocky, and so, with true Californian modesty, I submit the points in my home in Berkeley, Cal., figured as suggested," writes H. J. Gute, of H. J. Gute & Company, San Francisco. Here is Mr. Gute's record for an 11-room home—with billiard room, garage and porches thrown in:

	Ceiling Outlets	Bracket Outlets	Convenience Outlets
Kitchen	3	2	4
Parlor	..	7	7
Dining room	1	4	2
Laundry	2	..	1
Bedroom	1	3	3
Bedroom	1	3	3
Bedroom	1	3	2
Bedroom	1	3	2
Bedroom	..	3	2
Library	..	6	3
Music room	..	4	5
Bathrooms	4	2	2
Closets	5	..	..
Porches	8	2	1
Halls	5	..	1
Garage	4	4	1
Billiard room	4	4	2
Finished basement	9	..	2
	49	50	43

Total outlets 142 ÷ 11 × 10 equals 130

	Points	Points
Portable lamps	17	
	—	17
Electric wired tables (2)	8	
Electric tea wagon	3	
	—	11
Elec. fireless cooker 660 W.	5	
	—	5
Curling irons	2	
Hair dryer	1	
Heating pad	1	
Soldering iron	1	
Vibrators	2	
Violet ray machine	1	
Hand vacuum cleaner	1	
	—	9
Cooker controls (clocks) (1 point each)	2	
Chafing dishes (2 points each)	4	
Grills	4	
Percolators	4	
Samovars (table kettles) (2)	4	
Toasters	4	
	—	22
Waffle iron	2	
	—	2
Flat irons	6	
Radiators	2	
	—	8
Washing machine	10	
Vacuum cleaners (2)	10	
Dish washer	10	
Ironing machine (not heated)	10	
	—	40
Range	20	
Water heater 6 KW	20	
3-5,000 W air heaters	60	
2-3,000 W air heaters	40	
	—	140
		384

2¼ miles of wire
60 circuits
2 meters
Points still growing!

215 Points for a Six-Room Bungalow

F. M. Houston of the Elmira Water, Light & Railroad Company, Elmira, N. Y., checked up the outlets and appliances in his six-room bungalow, with the following results:

	Ceiling Outlets	Side Brackets	Convenience Outlets
Kitchen	2	1	8
Dining room	1	..	5
Living room	1	..	10
Bed room	1	..	7
Bed room	1	..	7
Bathroom	1	2	2
Closets	3	..	3
Porch	3	..	2
Hallway	2	..	..
Laundry	4	..	2
	19	3	46

68 ÷ 6 × 10 equals 113 113

	Points	Points
Christmas tree outfits	2	
1 curling iron	1	
1 electric fan	1	
1 heating pad	1	
1 sewing machine	1	
	—	6
1 chafing dish	2	
2 grills	4	
1 percolator	2	
2 toasters	4	
1 waffle iron	2	
1 pressure cooker	2	
	—	16
2 flat irons	4	
1 radiator	2	
	—	6
4 portable lamps	4	
1 washing machine	10	
1 vacuum cleaner	10	
1 electric water heater	10	
1 electric range	20	
1 rectifier	20	
	—	74
Total		215

"We have a six-room bungalow," writes Mr. Houston, "with a short hall on the first floor and a laundry in the basement, and if there is any six-room bungalow in the country that has more outlets than I have, I would like to hear from it."

Local electrical groups wishing to conduct "Electrify Club" contests of their own among their members, are invited to write to *Electrical Merchandising*, and they will be supplied without charge, with mats of the contest forms, from which a local newspaper office can prepare cuts without expensive typesetting. A sample of this contest form was reproduced in the December issue of *Electrical Merchandising*.

News accounts of such prize-winning entries will be published in *Electrical Merchandising*, if reported to the "Electrify Club Editor," *Electrical Merchandising*, Tenth Avenue at Thirty-sixth Street, New York City.

Another English Home Electric

The "Home Electric" campaign is still gaining momentum in England, judging from the number of exhibits taking place this year. Another "All-Electric House"—as they call it over there—was recently opened to the public in Didsbury, sponsored by the Manchester Corporation which is making a winning fight against the conservatism of the housewife.

Making Friends with the Public

How Electrical Exhibit at Fresno (Cal.) Fair, Arranged as a "Checking Place" for Children, Won Popular Interest for Electrical Appliances

THE children are very faithful to their favorites in that strange land of fiction which they inhabit such a large part of the time, peopled by faries, comic-strip characters and talking animals. In Fresno, Cal., a new favorite has recently joined the population of the Land of Make-Believe in the person of a little electrical sprite who goes by the name of Kid Kilowatt.

He has been used for some time by the San Joaquin Light & Power Corporation in its advertising—and recently made his formal bow to the juvenile population of that district as sponsor for a day nursery which was the feature of the power company's exhibit at the Fresno County Fair. Instead of a formal display of insulators and motors with maps of the company's system and possibly a range demonstration, the entire space taken by the company was built into an attractive rustic booth devoted to the kiddies.

An area of 75 by 50 ft. was fenced off and roofed over, like a circus tent with open sides. The "wishbone pole-top" sign of the company was erected at intervals over it all, which not only stamped the company's connection with the enterprise firmly in the minds of the visitors, but also added greatly to the decorative effect. Banners reading "San Joaquin Power Free Day Nursery" and "Leave Your Babies Here" conveyed the idea of the purpose of the exhibit. After the first few minutes of the opening day, however, no explanation was needed. The institution became one of the most popular features of the fair—and the nursery was not only filled with children, but there were usually crowds about the outside, watching the children at play.

Electrical Refrigerator Sterilizes Milk Warmers

One end of the space was an enclosure utilized as a nursery for children in arms. Here mothers could bring their infants for a rest and for the many details of care for which so little provision is usually made at such an institution as a County Fair. Or the children might be left while the mother enjoyed herself elsewhere on the grounds. Three trained nurses and a doctor were constantly at hand to care for all emergencies. Cribs about the walls were available for the small children—and a system of checking with tags left no possibility of confusion in redistributing the tots. Certified milk was kept at hand in a electric refrigerator and bottles and nipples were furnished for all who desired, both being sterilized in the electric sterilizer which was provided. An electric milk warmer for warming the milk—and electric heaters for keeping the room at an even temperature completed the electrical equipment.

Kindergarten Teachers Assisted

At the other end of the booth was the kiddies' playground for children up to five years. This was a space 25 by 25 ft., bedded with beach sand, where the children could enjoy themselves under the supervision of trained kindergarten teachers. Seesaws, wheelbarrows, buckets and spades were provided. Toy electric stoves taught the budding housewives the idea electrical as they played. About the walls of this enclosure Kid Kilowatt reigned supreme. Gay colored posters featuring parodies of the familiar nursery rhymes with Kid Kilowatt in each case as the hero entertained the children and also greatly interested their parents.

The nursery was an even greater success than was anticipated. During the few days the fair was open, 150 babies were cared for in the nursery and 400 children in the playground. As many as 110 were checked in at the playground in one afternoon. In addition some forty cases were cared for at the emergency hospital which was another feature of the company's service.

The institution filled a very real need. County fairs are attractions which bring in many farmers from long distances, most of whom bring their wives and children. The event is a momentous one in their lives—but, before the day is over, it often becomes a very trying one. With no headquarters for the women and children, the family is reduced to dragging weary feet along endless aisles of exhibits. The baby usually has to be carried—and the younger children, missing accustomed naps, become fussy and fretful.

It is planned now to make the institution an annual affair with Kid Kilowatt a household word for comfort, convenience and friendly service.

Little Jack Horner
sat in a corner,
Mother was cooking a pie,
Said Kid Kilowatt
"I'll keep the stove hot!
Oh! what a good boy am I!"
SAN JOAQUIN LIGHT and POWER CORPORATION
Jack was nimble,
Jack was quick,
Jack jumped over
the candle-stick;
But Kid Kilowatt
is a faster sprite
Who jumps up to
the electric light.
SAN JOAQUIN LIGHT and POWER CORPORATION
Little Kid Kilowatt
all the day long
Hums just the happiest,
busiest song.
As he runs mother's fan
and the sewing machine,
And the vacuum sweeper
that keeps the house clean.
SAN JOAQUIN LIGHT and POWER CORPORATION

"Kid Kilowatt" and some of his adventures, as presented in the newspaper advertising of the San Joaquin Light and Power Corporation, Fresno, Calif. This nimble and generally useful little sprite, personifies the service of electricity in the home, and is particularly intended to interest the growing generation.

Electrical Merchandising
The Business Magazine of the Electrical Trade

believes that:

ELECTRICAL products and electrical installations should be approved and rated on the basis of relative merit, instead of reducing all to the same level as by present system.

Intrinsic merit of craftsmanship is at no premium in a business where the customer feels he has to rely, at any event, on an outside inspection authority to "pass" the installation or equipment. "One contractor becomes as good as another," and any wiring device or appliance that will "pass" is acceptable. Price alone becomes the consideration, and consequently there is no incentive to quality products. Instead, all products, merchandise and installations are pulled down to a common level—which is the minimum level.

Simplification Needed—at the Appliance End of the Cord!

THE annual report of Secretary of Commerce Hoover refers to the service rendered by the new Division of Simplified Practice, headed by an electrical man, William A. Durgin of Chicago, and says:

"The total number of industrial groups now using this service of the Department in developing definite steps toward simplification in their activities is 125, representing 90 different fields of production and distribution."

It further records that as a result of co-operation many different simplifications for saving of waste in manufacture and distribution have been consummated during the year. For instance, among many examples, milk bottles were reduced from 59 sizes to 3 sizes; paving brick sizes from 77 to 6; the grades of asphalt from 88 to 9 varieties; sizes and varieties of hotel and institutional chinaware from 700 to 160; sizes and varieties of common brick and face brick from a total of 73 to one recognized variety of each type.

And still the electrical industry worries along with almost as many different appliance attachment plugs (at the appliance ends of the cords) as there are appliances manufactured!

New Uses for Electrical Appliances

RECENT reports of electrical appliances used for purposes far different from those for which they were designed suggest the need of an open mind and an active lookout on the part of the progressive dealer who would not overlook an opportunity for sales.

From California comes the report that electrically heated ironing machines are admirable for killing the coddling moth which conceals itself in the seams of walnut sacks. This pest has proved in the past most difficult to combat and has cost the growers many hundreds of dollars annually. It was formerly the custom to hire manual examination and care of infested sacks, an item which sometimes mounted into as much as $250 a day for extra labor in a large organization. The ironers now used for this purpose are equipped with a 5-kw. heating element and are 46 in. wide. Two sacks at a time are run through, the heat and pressure completely destroying both eggs and moths. The cost of operation is low and it is said that the protection is complete. Practically all of the walnut growers of Southern California have adopted this safeguard for their sacks.

Electric washing machines are reported from the same state to be in general use by one large oil company for the washing of oily waste, of which of course, a great deal accumulates about the system. The washing machines remove dirt and oil from this waste and thereby effect a considerable saving to the company.

Are You That Kind of a Retailer?

"THE retailer's true function is that of serving as a purchasing agent for his community; as such he selects and carries a reserve supply of merchandise to meet requirements of the individual customer. When the retailer enters business, he assumes the responsibility of performing a public function—that of providing commodities and services to his community economically and conveniently, and of maintaining such environment as is necessary and desirable to the consumers who support him. If he fails in his responsibility he ceases to be an economic factor in the community he serves."

Here is a definition of a retailer that has official sanction of the Congressional Joint Commission of Agricultural Inquiry. It squares perfectly with economic conditions. It merits being mounted over every store manager's desk as a formula for making good. Hiring a store and offering goods for sale is not enough. The public has learned to expect service of a high order in exchange for its patronage. This makes the dealer's position at times difficult. Being the point of contact makes him automatically the "goat" for anything in the production or distribution of goods that displeases consumers. The price situation is of this sort and has brought him much censure. Some accuse him of being a costly and useless obstruction in the channel of distribution. The dealer has his faults, being human, but no amount of agitation about eliminating him can do any lasting harm if he makes his service worth while.

Why People Buy from Department Stores

SAID a well-known manufacturer recently, "I wonder why it is that so many people continue to patronize department stores in preference to specialty stores when the advantages of quick service and individual attention are so overwhelmingly in favor of the specialty store."

The reason is not, as so many specialty store men are eager to testify, that the department store consistently undersells the specialty shop, or cuts prices on nationally advertised articles. Instances of price-cutting can of course be cited at any time in almost any city, but price-cutting, *per se*, is not the reason that influences the majority of people to make a long journey to a remote department on an upper floor when at a tenth of the time and trouble they might drop into a neighborhood shop and buy the same article.

Price comes up for consideration only after the want has been uncovered in the buyer's mind, and in thou-

sands and thousands of sales, price never enters at all. Planting the want in the prospect's mind is the potent gesture that makes a blade of grass grow where none grew before. It is not price-cutting that creates business, but advertising. Price-cutting sometimes captures competitive business, but it never creates.

But how can the small specialty store compete with the department store in advertising expenditure? It can't. And it would be folly to try. Attempting to match the department store's advertising in space-size and frequency or even in method, would be as unnecessary as it is impossible. Advertising does not mean that. Nor does it mean only newspaper advertising. It means reaching the public in the neighborhood of the store with a sales message on a scale commensurate with the size of the business and doing it consistently and persistently and intelligently. How the message is delivered, whether through the newspaper, or by mail, would depend upon local conditions.

The real reason why so many people continue to patronize department stores in preference to specialty stores is because specialty stores do not advertise at all, or do not advertise effectively. When they advertise effectively, they get their share of business.

Electrical Men Who Use Gas Ranges

IT IS always well to state both sides of an argument. *Electrical Merchandising* has taken the lead in urging the use of electrical appliances by electrical men and has on occasion had something to say on the subject of those who had not yet sufficiently sold themselves the electrical idea to outfit their homes electrically. For there is nothing to be said on the other side of any discussion which concerns the man who owns his own home. It has been pointed out, however, that figures which give the percentages of those present at electrical gatherings who had not electrical ranges in their homes, often included a large number of those who live in rented apartments or flats. These men are often employees without large incomes and could not afford to wire a temporary residence for installing heavy electrical equipment.

This fact does not in any way change the principle of the electric home for the electric man, but it should perhaps be taken into consideration before condemning a large group. The moral is then, however—why should not every electrical man set out first to sell his own landlord?

Allow Fifteen per Cent for Electrical Equipment of Small Homes in Oregon

Editor *Electrical Merchandising:*

Permit us to suggest that the "three per cent" standards for lighting and wiring are not sufficient, in our estimation, for this section of the Pacific coast. We would urge establishing a higher standard as ideal, because the lower percentage will prove obsolete within a few years.

The desire for modern equipment here is enabling us to wire for electric ranges and water heaters in almost every new home that is built, and also to equip many of the already-built homes for this service.

It may be of interest to the readers of *Electrical Merchandising* to know that we estimate not less than 10 per cent of the cost of a residence ought to be set aside to cover electric equipment. And at least 15 per cent should be set up to cover complete equipment on small bungalows.

Checking over five recent house wiring jobs, we find that we have wired each home for ranges, circulation water heaters, and lighting.

The range and heating lines were installed in conduit, and the lighting by knob and tube methods. For comparison with other sections of the country, we show approximate costs of each home and the cost of electric equipment under separate divisions for wiring fixtures, ranges and water heaters.

Owner	House Costs	Wiring	Fixtures	Ranges and Water Heaters
A	$3,500	$150	$150	$150
B	3,500	112	100	220
C	7,500	169	250	300
D	4,000	100	100	175
E	5,000	130	200	135

These figures do not include anything for small appliances and portable appliances, such as washers, sweepers, ironers or heaters.

You will note, however, that the five jobs average almost $500 each, while the homes do not average $5,000.

A home completely equipped electrically with wiring, lighting fixtures, convenience outlets, range, water heater, washer, sweeper, small heater for bath, iron, toaster, and percolator will average from $700 to $800. This amount is easily 15 per cent on the cost of a five or six room frame bungalow, such as is usually built in this section.

The unfortunate part for us is that there are not enough homes built in this section to make it really profitable,

but the limited number of homes may serve to encourage us to concentrate our efforts on completely electrifying the homes that are built.

This condition, we feel, is largely due to the splendid co-operation of the local power company, who has been foremost in encouraging the use of electric equipment, particularly ranges and water heaters, for some fifteen years and whose co-operation has made it possible for the electrical dealers to progress far enough to establish such standards as are indicated in the first part of this letter.

PAUL'S ELECTRIC STORE,
B. W. Paul, Manager.
Medford, Oregon.

"Electrical News" as the Inspired Make-Up Man Sees It

Editor *Electrical Merchandising:*

The following journalistic feat which was pulled off in a western city during Christmas week may prove of interest to electrical men in general throughout the country.

Following a custom inaugurated in other years, the Electrical Co-operative League of the city mentioned spent quite a little time in promoting the electrical page idea for its Christmas advertising. The purpose was to concentrate all electrical holiday advertising on particular pages of each of the local papers, with editorial matter contributed by the paper itself, to fill out the pages. Instructions were given to the make-up men on the papers that in order to make the pages as live and as interesting as possible, any electrical news received over the wires should be run on the electrical pages. On December 21 one of the papers came out with the following headline, and three-quarter column spread, which is unique in the history of electrical pages. The headline reads:

"WOMAN FACES ELECTRIC CHAIR
AFTER TELLING MATE
OF SUITOR"

As can be readily imagined the Electrical Co-operative League was tremendously pleased(?) at having such a "live" bit of electrical news on the electrical page, and although no vote of gratitude has yet been taken, it is certain that the paper has earned the gratitude of the electrical fraternity.

B. F. WILLIAMS.

Marketing New Lines at a Profit

The Dealer Who Makes Money Is the Man Who Capitalizes New Developments of the Electrical Art in Terms of Consumer Sales

Using Light to Rent Store Space

The full possibilities in the use of electric light as a sales aid have not begun to be realized. The latest suggestion comes from a real estate man in San Francisco who has made use of a simple installation of colored lights in the vacant store space to let in the neighborhood of a newly constructed motion picture theater. The soft shading of lights from blue to rose color against the blank white walls was most attention-compelling so that he found more inquiries resulting from the night hours than from the daylight period during which the ordinary "For Rent" sign was the only attraction. The idea lends itself to many applications. Why could not the same method be utilized in calling attention to vacant homes for rent? Here there would be no competing bright lights in adjacent store windows to detract from the effect. The illumination would be most conspicuous and could not fail to catch the eye of passing motorists or street car passengers.

A New Source of Profit for the Contractor-Dealer

Few contractor dealers handle electrical lamp coloring. Yet there is here an untapped source of considerable profit.

A representative in a big city of the Rosco Laboratories, which sell "coloring," "frostine" and "opaline," recently wrote to his home office the following:

"It is safe to say that 75 per cent of all the color used is purchased by movie houses. Few theater managers here know anything about proper color effects when we started here. By careful coaching and tactful personal assistance, we enabled one theater to secure some fine effects. The result was that every theater in the district was soon induced to double its uses of colors. Now we have the whole city sold on color effects.

"One well-lighted movie theater will bring into line all the others any where near it."

To sell lamp coloring to moving picture theaters—here's an opportunity that the aggressive lamp dealer will be quick to seize.

Your Bank Can Be Floodlighted Like This for $60 a Month

Everybody in Plattsburgh, N. Y., knows the Merchants National Bank building from every other business structure in town, because of the striking floodlighting in which the bank is bathed every night. This lighting is accomplished by fourteen form L-1 flood-lighting projectors, each equipped with a 500-watt lamp. There are ten lamps on one pole across the street to the left facing the bank and four lamps on one pole across the street to the right, facing the bank. The installation of the lamps including the wiring, and all materials and labor, excepting transformer and time switch, cost the bank approximately $620. The cost of operating is $58.33 per month.

Electric Fan Helps to Increase Temperature in Club Rooms

A club in an eastern city had been having difficulty in heating some of its rooms. The distribution of heat was not even. The air in the immediate vicinity of the radiators was warm but it stayed there. Other parts of the rooms were cold. It was decided to find out what electric fans could do toward remedying this condition.

The first room chosen for the experiment was 78 ft. long, 28 ft. wide and 14 ft. high, its air capacity being approximately 30,500 cu.ft., with an alcove 16 by 20 ft. There were 22 windows and the heat was supplied by four radiators. Four 12-in. fans —one for each radiator — were brought in, placed so that they would blow directly on the radiators and put in motion.

When the fans were started the temperature of the room was 56 deg. constant. Fifteen minutes later after the fans had begun to circulate the warm air it had risen to 61, a gain of 5 deg. At the end of thirty minutes it was 65; at the end of one hour 67 and at the end of two hours 71. At that point, with an increase of 15 deg. in temperature the fans were stopped.

A similar test was made the same day in the same club house in a room 42 ft. long, 27 ft. wide and 14 ft. high, having 7 windows. The temperature of this room was raised 19 deg. in two hours by the same process.

Radio Will Enable Millions to Hear Republican National Convention

The audience at the Republican National Convention in Cleveland next June, is going to be the largest ever to hear proceedings for the selection of a Presidential candidate. Cleveland's Public Hall seats 12,000 to 14,000 and Lincoln G. Dickey, manager, plans special radio installation to pick up and broadcast every word of the debate.

The farmer boy in Kansas and the messenger in Wall Street, nourishing the dream of some day being President, will hear the cheering for Coolidge and Borah and La Follette, and the vision will take on new meaning and romance.

Electricity and Billiard Balls Responsible for New Industry

BY JANE HILL

Electricity and Yankee ingenuity, combined with old clothes shipped from America, are uniting in supporting 300 children in Tiflis, the center of the Trans-Caucasian Russian Soviet Government. These boys and girls are the sons and daughters of Russian refugees, many of them are of distinguished parentage, the aristocrats of the Imperialistic Government. Reduced to abject poverty under the new regime they are being taught to support themselves through the introduction of modern methods of industry.

It is extremely difficult to get raw material. So all kinds of temporary expedients have to be employed in order that the children may have something with which to work. Curiously enough the action of the Trans-Caucasian Government in prohibiting gambling resulted indirectly in one of the most unique and profitable industries ever carried on by dependent children—all because the anti-gambling law closed all the billiard parlors thus throwing on the market quantities of billiard balls that might be had for a song.

There doesn't seem to be the slightest connection between Near East Relief, billiard balls and articles of adornment. But that is where electricity comes in, under the control of an ingenious American relief worker. Dr. Theodore Elmer, director of the Near East Relief for the Tiflis area, conceived the idea of converting the almost worthless billiard balls into salable articles. Children with an artistic bent worked out designs, electric drills were installed and in a short time the ivory spheres were transformed into unique cane heads, umbrella handles, powder boxes and a hundred and one articles of personal adornment which tourists eagerly purchase. From the scraps of ivory, necklaces were made which sell for about six and a half million rubles, which reduced to dollars and cents mean relatively about $6.50 per necklace.

Taking Advantage of Conventions

During the Pacific Coast Electrical Association Convention in San Francisco this year, one of the agreeable features of the meeting was the pleasant excursions provided for by various interests for those who cared to investigate some particular line. One firm which specializes in heaters, for instance, has prepared a list of some of their installations where visitors would be welcome, which was passed around in the form of little printed slips, bearing the address and the person to ask for in each case.

The practice suggests the possibility of interesting other conventions in a similar way. It is quite a feature for the local committee to have a number of pleasant excursions planned and alternate possibilities for the visitors' program. It should not be a difficult thing to obtain permission to invite a convention of housewives to inspect homes where electricity was in actual use. The idea suggests the same possibilities as the Electrical Home exhibit on a smaller scale and should well repay the effort which would be incurred.

Notice

Members of Pacific Coast Electrical Association interested in Electrical Heating:

YOU are cordially invited to visit and inspect the following typical Electric Heating Installations where you will be welcomed.

AUTOMOBILE BUILDING:
Chester N. Weaver Co., Studebaker Building, (146 kw. load), 1625 Van Ness Avenue, San Francisco. Ask for Mr. Gordon.

SCHOOLS:
Cora B Williams Institute (58 kw. load), Arlington and San Antonio Aves., Northbrae, Berkeley. Ask for Secretary.

BANKS:
Oakland Bank, Grove St. Branch (12 kw. load), 5637 Grove St., Oakland.
Oakland Bank, Fruitvale Branch, (30 kw. load), 3336 East 14th Street, Fruitvale.

APARTMENT HOUSES:
Grand Court Apartments, 755 O'Farrell Street, San Francisco (33 apartments 200 kw. load). Ask for Mr. or Mrs. Stuer.

ELECTRIC SUPPLY HOUSES:
Alexander & Lavenson Electric Supply Company, 926 Howard Street, San Francisco. Ask for Mr. Alexander or Mr. Musladin.

All these buildings are heated with WESIX ELECTRIC HEATERS operating on regular power or heating schedules.

W. WESLEY HICKS

Radio in the Outlying Districts

The problem of radio sales is primarily the problem of broadcasting. The districts in the vicinity of large population centers where broadcasting stations of some magnitude are located are no longer concerned with this problem; but there still remain sections of the country where no outstanding radio broadcasting station is available for those possessing sets of a short range.

In the early days of the industry, the enterprising dealer stepped into this breach and with the co-operation of the daily paper, perhaps, established a broadcasting station of his own. The radio at that time was a novelty, the best of local talent was glad to donate its services and the public was not especially particular, so long as there was something to hear. That time is past; the listening radio fans demand programs calling for professional talent, scorning phonograph records — and professional talent is willing to serve only for a compensation.

The situation has grown beyond the financing of the average local dealer. The newspapers and department stores, with an occasional bank, are handling it for the moment, but at any time the expense of maintaining the service may become greater than the value in advertising and the station be abandoned. The arrangement is too haphazard to be satisfying.

It is encouraging to note the growing tendency of the electrical industry to take the matter over into its own hands. In the intermountain district the various branches of the industry handling radio equipment are organizing to furnish high quality programs and on the Pacific slope the announcement is made of the intention of one of the larger manufacturers of establishing master broadcasting stations.

Projective Effects That Will Fascinate Your Local Movie Audiences

Electricity has of late made miracles so cheap a commodity, that we demand them with every "movie" ticket. If we cannot sit back and enjoy the overture or musical program with a visual accompaniment of light and color to fit the mood or fill out the picture—whether it be an illusion of falling roses, or a blizzard, or moving storm clouds, or a rainbow, or starlight—we think our favorite movie theater isn't giving us a fair deal!

These miraculous effects, which owe their fascination as much to the mystery of their production as to their beauty, are so easily produced that every electrical man will confer a benefit on his community if he can make arrangements with his local theater managers to add these attractive features to their daily programs. A little book that tells the whole story has recently been published by the Display Stage Lighting Company, 334 West Forty-fourth Street, New York City, called "A Catalogue of Theatrical Lighting Equipment and Effects."

"The 'projective effect,'" explains the booklet, "is an ingenious apparatus for the projection of moving effects that are really a succession of moving pictures, as for instance, moving clouds, water, flames, smoke, or flying birds. The effect is painted on a mica disk which is rotated in front of a spotlight by clockwork or a motor.

"Motion picture theaters find projective effects invaluable for illusions during overtures and special music programs. Effects can be permanently set and operated from a switchboard. For this purpose, motor-controlled effects are advised. By using dimmers, effects can be faded in and out."

A fascinating list of the effects possible with this method is given in the booklet, some of which are as follows:

Aeroplane slide, used with moving cloud effect.
American flag waving, slide with moving disk.
Blizzard effect, single disk with slide.
Chinese snow, a fantastical colored effect with squirming tails.
Cyclone effect with flying objects, single disk.
Dissolving color wheel, a fanciful movement of colors in various designs giving a perfect blend of various colors.
Falling American flags, single disk.
Falling flower effect, single disk.
Falling leaves, single disk.
Falling roses, single disk.
Fireworks effect, bursting shells with falling colored stars.
Fireworks, ascending rockets showing a trail of fire, to be used in conjunction with bursting shells, operated on two machines.
Fire effect, single disk.
Fire and smoke effect, double disk.
Flying angels, single disk.
Flying birds, single disk.
Flying butterflies, glass disk.
Forest fire, panorama, single disk.
Inferno effect, double disk.
Lava effect with mountain slide.
Lightning, zigzag slide between clouds.
Midnight sun with scintillating rays.
Moonlight ripple effect.
Moving clouds with flying aeroplanes or birds, double disk.
Moving clouds, with rising or setting moon appearing.
Moving clouds with rising or setting sun.
Moving clouds with stationary moon.
Moving fleecy clouds.
Moving storm clouds.
Ocean waves.
Rain effect.
Rain of ashes.
Rain of fire.
Rainbow prism effect.
Rainbow slide painted on glass.
Rising mist, mica slides.
Rising or setting moon with stationary clouds.
Rising or setting sun with stationary clouds.
Running water.
Shooting comet, hand movement.
Smoke effect, single disk.
Snow storm, two effects.
Star falling, hand movement.
Star shooting, hand movement.
Stars, slide showing field of stars.
Stars twinkling, hand movement.
Surf effect, fine waves, glass prism slides.
Surf effect, rough waves, glass prism slides.
Swimming fish effect with flowing water, double disk.
Twinkling moon effect, comical.
Volcano eruption, single disk.
Waterfall effect, single disk with slide.

Electric Floor Surfacer Cuts Contractor's Payroll $40 a Day

TIME BOOK

NAMES	Rate per Day	AMOUNT Dolls.	Cts
D. Reuter	8.00	8	00
C. Novak	8.00	8	00
N. Moran	8.00	8	00
F. Malloy	8.00	8	00
G. Clark	8.00	8	00
R. Duncan	8.00	8	00
		48	00

TIME BOOK

NAMES	Rate per Day	AMOUNT Dolls.	Cts
J. Morris	6.40	6	40
Operating Expenses:			
Garnet paper			60
Electric power		1	00
		8	00

A striking comparison of the savings effected by the adoption of an electric floor surfacer is made by the two tables shown above. The floor surfacing machine replaces six expert hand scrapers—and reduces the contractor's payroll from $48 to $8 a day. Electrically driven, of full ball-bearing construction, the machine turns out smooth, uniform work far superior to the most expert hand scraping. These are arguments worth presenting to building contractors, and account for the fact that the contractor not owning an electric floor surfacer is becoming a rarity.

Radio Station Initiates "Big Brother Club"

Boy and girl "radiofans" all over the east are becoming greatly interested in the new broadcasting feature conducted at WGI, Medford Hillside, Mass., under the name of "The Big Brother Club." Over 200 boys and girls are enrolled as active members at the present time.

"The Big Brother Club" is not unlike the Boy Scouts and Camp Fire Girls in purpose and principle. It appeals to boys and girls from 9 to 12 years old, and according to its by-laws, "any boy or girl owning a receiving set or listening-in regularly is eligible." The dues are one letter each week to "Big Brother." Meetings are held nightly from 6 to 6:15. Each new member is issued a "Certificate of Membership" card duly inscribed.

During these meetings by radio interesting letters from members are read, and then "Big Brother" opens the discussion of especial interest to children, closing with friendly and timely advice. For instance, at one of the recent meetings, "Big Brother" warned his listeners to be careful while coasting, and to be ever on the watch to prevent accidents, illustrating with concrete examples.

"The Big Brother Club" is a new idea, and is receiving the enthusiastic support of mothers and fathers. It is planned to carry the educational possibilities still further and to conduct spelling bees, history lessons and simple problems in mathematics and geography. These radio lessons will be put out in simple story form so that the boys and girls will not be reminded they are being taught lessons, but rather listening to an interesting broadcast. The Club has adopted the slogan "Be Somebody's Big Brother Every Day."

It is expected that Big Brother Clubs will be established at other broadcasting stations in the near future. Further information can be obtained from C. R. Emery, WGI, Medford Hillside, Mass.

Four Kinds of Dirt—How the Electric Washer Handles Them

The department of industrial co-operation of Lever Brothers Company, Cambridge, Mass., makers of "Rinso," has prepared a series of educational bulletins, explaining the scientific facts in connection with the washing of cloths, particularly in electric washing machines. There are really four kinds of dirt, declares Bulletin No. 2, entitled "What Is Dirt?"

These four kinds are: 1. Grease and oil. 2. Clean dirt. 3. Finely-divided matter. 4. Albuminous matter. Rust spots, and all such discolorations as come from medicines, cosmetics, fruit, ink, etc., are really stains and must be considered separately. Although soap may be helpful in removing them, special treatment is usually necessary. Grease and oil comes from food, machinery, and largely from skin excretions. This type of dirt may be removed by a hot soap solution through the process of emulsification. By this process, the movement of the soap particles separates each bit of grease, covering it with a film of soap that prevents its joining other dirt particles or becoming fastened to the fibres of the clothes again. In this way all of the dirt is held in suspension and when the soap solution is rinsed away, the dirt goes with it. Mild alkalies such as washing soda are very effective in assisting this process of emulsification.

"Clean dirt" is material such as beach sand, which becomes impregnated in the fabric but which could be removed by vigorous shaking if if were not held by one of the other types of dirt.

Finely-divided matter (such as carbon black, and jewellers' rouge) consists of many tiny particles which for some reason are attracted to linen and cotton fibers. This magnet-like attraction is sufficiently strong to resist removal by shaking or by the action of plain water. Fortunately a soap solution exerts a similar and stronger power and the dirt particles clinging to the soap are removed by rinsing. Albuminous matter is found in skin secretions, in blood, eggs, etc. It becomes gummy except at cool temperatures and for that reason will give trouble if the clothes are placed directly in hot water. It may readily be dissolved in cold water and for that reason soaking in a cold or luke-warm soap solution is very effective. A cool soaking, a hot wash with water agitation, and a thorough rinsing will remove all four types of dirt.

Blotter Business Cards a Constant Reminder

An attractive business card with a blotter back is used by the Home Electric Shop, Middletown, Ohio, to fix its name in customers' minds. The blotter insures the card being kept handy. Every time it is used the firm's name and message is brought to the attention of the user. The size of the card is 2 in. by 3⅝ in.—just right for blotting signatures; this being about all blotters are used for at the present time. The face of the card is in a distinctive color.

This Salesman Takes the Woman and Her Washing to the Store

A novel stunt which has brought about actual sales of electrical washing machines is being staged by the salesmen of the retail sales division of a mid-western electric power company. Through diplomatic inquiries among neighbors, the salesmen ascertain when women, who still do their washing by hand, observe wash day, as well as the approximate time when the work is started. Sometimes the information is acquired through inquiry at the house itself, but it has always been found available in some manner or other. No hint is given at the time, however, that an attempt is to be made to sell a machine.

Then, early some wash-day morning, a salesman goes to the prospect's house in an automobile and rings the doorbell. The following is typical of the conversation that ensues:

"Mrs. Brown? We have some things at the store we would like to show you. Couldn't you step into the machine and ride down with me?"

"Law me, no. This is wash day and I will have my hands full."

"Fine. We'll take the washing right along with us, and will do it in an electric washer while you're looking around."

Then ensues an argument in which the salesman stresses the opportunity of the woman to have a washing done free and without any obligation "while she is looking around." The salesman is successful nine times out of ten. They proceed to load up the dirty clothes and haul them along to the store. There the prospect's interest is generally held by the way the machine turns out the washing and at an opportune time, suggestion is made by the salesman that the husband be invited down to witness part of the demonstration. If this move succeeds, the sale is half closed. Otherwise, the salesman devotes his entire attention to the woman and arranges for a personal call on the husband later.

Tea-time in Japan Also Has Its Electrical Joys

Surprising to most American travelers is the extent to which electrical devices are used in the homes of Japan. Electric heaters especially have met a long-standing want, according to C. G. Schluederberg of the Westinghouse Electric & Manufacturing Company. The Japanese home, except in the kitchen, has neither fireplace nor chimneys, and house construction is light and inflammable—both of which conditions account for the popularity of electric heaters. Electric cooking utensils and ranges, too, are gradually replacing the traditional charcoal brazier. The above print, presented by Mr. Schluederberg during his recent visit to Japan, depicts the use of electrical things at a Japanese tea party—and indicates, also, that many of us must revise some of the details of our mental pictures of Japanese home life.

Hints for the Contractor

Ideas on Estimating, Stock Keeping, Shop and Construction Methods, Repairs and Maintenance, and Collections

Settling Ten Mooted Questions Between Contractors and Engineers

During the fall of 1923, the consulting electrical engineers of New York City, together with the executive committees of the various electrical contractors' associations, were called together under the auspices of the Electrical Board of Trade of New York and were requested, if possible, to interpret and clarify specification clauses that had been the cause of either controversy, loss, or gamble on the part of the Contractors.

After considerable discussion, it was the sense of the meeting that the solving of these questions be submitted to a sub-committee consisting of six consulting electrical engineers and seven electrical contractors. This Committee has been going over the matter and has now submitted a unanimous report, a copy of which follows:

Resolved: That the committee consisting of engineers and contractors appointed by Commissioner C. L. Eidlitz unanimously make the following recommendations to the Commissioner:

1. That temporary lighting should not be included in contract requirements.

2. That the painting of exposed conduit, panel trim, etc., should not be included in contract requirements.

3. That the overtime frequently necessitated in concrete construction, cannot be covered by contract requirements.

4. That feeder and main wire and cable sizes should always be clearly indicated on drawings.

5. That the number of panels and number of circuits on each be clearly shown on drawings, or listed in specifications, all of which information shall be transmitted by the contractor to the manufacturer.

6. That switch and receptacle plates by contract requirements should be only of the manufacturers' standard finishes and of a thickness, minimum 060, unless otherwise distinctly specified.

7. That cross sections and details of construction should be furnished wherever practicable, for estimating purposes, particularly where there is an unusual condition affecting the electrical work.

8. That engineers and contractors recognize the principle that the payment of overtime under many conditions does not make a proper compensation to the contractor.

9. That when unit prices seem desirable, such unit prices shall be made for material only. The labor applied to such units shall consist of the actual labor expended upon them, at an agreed price per hour.

10. The architects' and engineers' specifications should be reasonably explicit in covering all contract requirements, and that general phrases are to be considered as covering only such items as are reasonably implied in the specifications for electrical work.

L. K. COMSTOCK,
Chairman of Committee.

When You Wire a Dining Room — Have One Lamp Controlled from the Kitchen

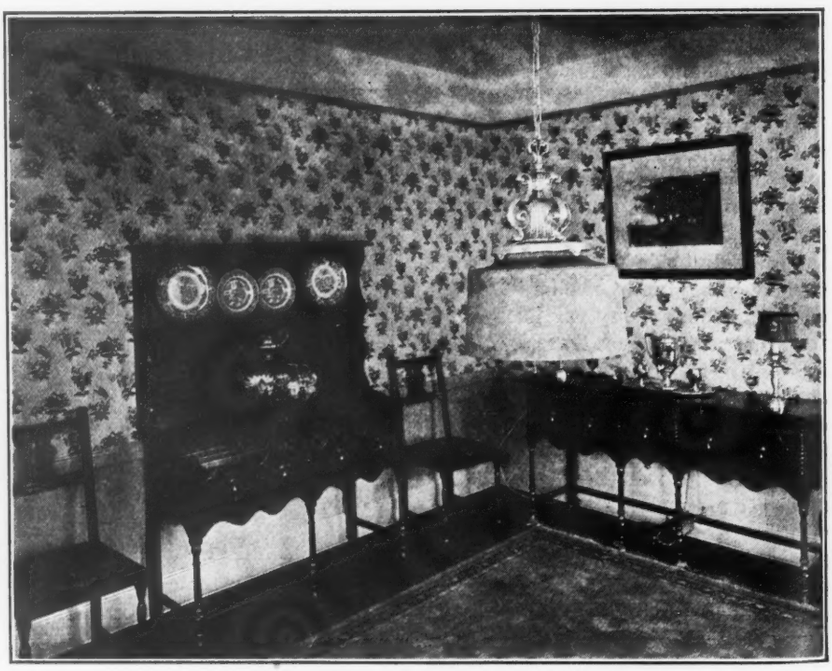
Does a brilliant center light over the dining table, controlled by a wall switch around which are the telltale marks of the maid's greasy fingers, spell the last word in dining room lighting comfort?

An eastern electrical contractor thinks not, and he has had marked success in selling to his wiring customers the idea of two lights, separately controlled in the dining room fixture—one lamp, of low wattage, controlled from a push switch in the kitchen; the main light controlled from a switch near the door leading to the living room.

This dual-control plan has three advantages. In the first place, it means a real saving in current. The maid, or housewife herself, in setting the table or clearing-up later, uses only the dimmer light. And the small light also burns on many occasions when, without this arrangement, the large lamps would be lighted for several hours, although not especially needed.

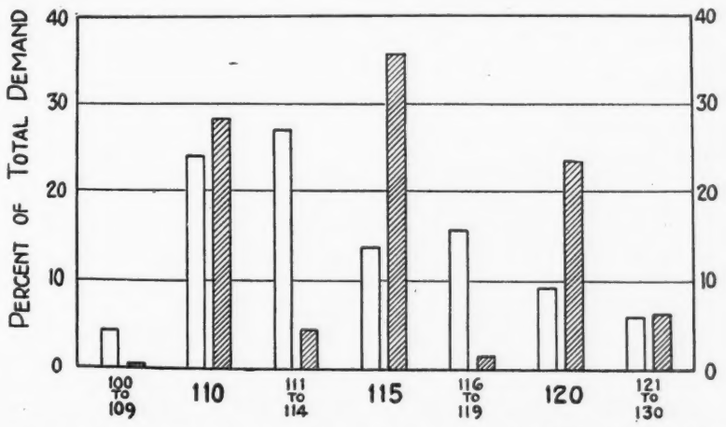
Second, the switch in the kitchen saves messing the wall around the switch plate in the dining room, for which the maid would have to fumble around in the dark, often coming from the kitchen with greasy fingers.

And third, the dim light in the dining room fixture enables the family to enjoy the charm of wax candles on the table. This is a point that especially appeals to the woman



When you wire your next dining room, suggest a dual-light control for the lighting fixture—one small lamp to be controlled from the kitchen. It will save current, protect the dining room wall, and make possible the use of wax candles on the table.

Tendency Toward 115-Volt Service Pressure



The marked tendency toward 115 volts as the standard for customers' voltage is shown by this graph of incandescent lamp sales, compiled by the lamp manufacturing companies. Although 110 volts has always been the nominal standard, growth during the last ten years has distinctly been toward 115 volts.

Does the voltage in your town correspond with this increasing standard?

who has always had to repress her longing for wax candles because, undeniably, they left the rest of the room in a not very comfortable state of gloom. The dim light in the overhead fixture, however, gives just enough light to illuminate the region beyond the table without competing with the candles.

The Electrical Show in the Medium-Sized City

BY M. J. RUBIN

If the electrical dealers of New York City should stage an electrical show and attract in six days more than one million visitors, no doubt the show would be rated a huge success. In proportion to its population, that is what was accomplished in Charleston, S. C., during the week of October 15, when 12,500 persons—more than one-sixth the total population and fully one-third the white population—visited an elaborate electrical exhibition arranged by members of the Electrical Contractors' and Dealers' Association of Charleston. It was the first electrical show ever staged in that section of the country; in fact, one of the few ever attempted in the south, and the results should prove an incentive for electrical concerns in the smaller and medium sized cities to enter into similar projects. The Charleston show was strikingly successful—it brought the electrical idea home in a practical way to many thousands of people. For an entire week it was the center of public interest.

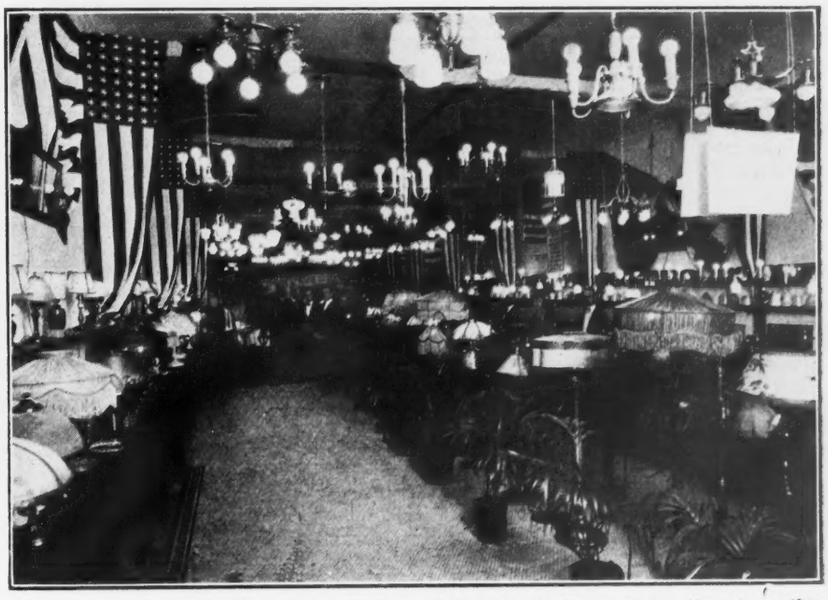
The success of the show was due not only to the energy and ingenuity of the Charleston electrical concerns, but to the co-operation between them and between manufacturers and wholesalers of electrical goods. It cost the Electrical Contractors' and Dealers' Association of Charleston not more than six hundred dollars, which of course does not include the cost of the various demonstrations undertaken by manufacturers, nor does it include the value of 18 electrical articles given away as prizes to visitors and which were furnished by manufacturers and wholesalers. The direct and the indirect results far more than justified the expenditure of time and money, and there is no reason why similar undertakings should not be attempted in any city the size of Charleston, or smaller.

The members of the Charleston association are as follows: Louis D. Rubin Electrical Company, Electric Supply Company, Consolidated Railway, Lighting, and Power Company, Southern Electric Company, Stokes Electric Company, R. F. Momeier, John MacMillan, and Michael J. Grace. Committees looked after various phases of the work. The fact should be stressed that absolutely no goods were sold at the show. It was purely educational. It was not even stated by whom any particular device on display was sold locally.

Visitors were served with appetizing samples of electrically cooked products such as pies, cakes, waffles, biscuits, and coffee, and of course other dishes were also prepared. These products were cooked under the eyes of visitors and it is no exaggeration to say that the eyes of many were opened. Plenty of literature was on hand for distribution. The show was a popular success from beginning to end, and it could have lasted another week with equal success.

Several special features were used to attract attention to the show. One day was set apart as "Waffle Day" and proved hugely successful. That idea can be easily developed. A committee composed of the presidents of the Chamber of Commerce,

(*Continued on page* 4134)



A vacant store at 372 King Street, in the heart of the retail section, was leased for the week of the Charleston Electrical Show. If the Charleston dealers attempt another show, which they hope to do, it will be held in a large hall.

Sales Helps for the Dealer

Show Window, Counter, Mail Advertising and Specialty Aids Which Manufacturers Offer to Help You Get More Trade

New York Has New Demonstration Kitchen-Laundry —"at Your Service"

Where to go for authoritative information on an electric laundering problem, when the information is needed immediately, is a question that frequently intrudes in the day's work of the electrical dealer or washing machine demonstrator.

In opening its new demonstration laundry and kitchen in New York City, the Western Electric Company is not only offering a solution to this problem as far as its New York dealers are concerned, but is also setting an example which might profitably be followed in every city throughout the country. Electrical dealers everywhere would doubtless welcome the establishment of such a laboratory-laundry in their own towns, to which they could take prospective customers or which they could call up on the telephone for some desired bit of information.

The Western Electric kitchen-laundry is in the new Pershing Building opposite the Grand Central Terminal, New York City. It is in charge of Miss Mildred Nichols and Miss Doris Scott, who will point out to you that every detail of equipment measures up to approved standards, from the height of sink and tubs to the newest idea in clothes-baskets.

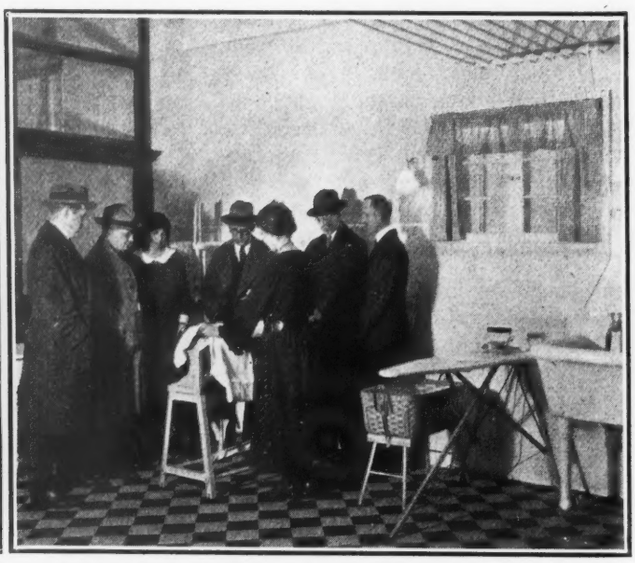
Dealers and their salesmen find the new Western Electric demonstration kitchen a good place to "drop in" occasionally, for special demonstrations, or just to learn what's new. And they seldom leave without learning something that made the visit worth while.

Its service to dealers locally will be two-fold. First, dealers may use this kitchen-laundry as their own showroom, taking prospective customers for demonstrations. Second, dealers may send their own salesmen and saleswomen there, for thorough demonstrations of the equipment.

But the new kitchen-laundry will not limit its service to Western Electric dealers alone. Tests and experiments are constantly being carried on, to determine the best procedure in certain laundering problems. The results of these tests will be for the benefit of the washing machine industry as a whole. Any dealer with a general question on laundering practice, whether he is a Western Electric dealer or not, may apply for an answer to his question. In addition, the services of the kitchen-laundry are being offered to home economics teachers, to writers on home economics subjects, and to the household editors of women's magazines, for tests or demonstrations.

The American Blower Company, Detroit, Mich., has issued a new catalog on its various types of equipment, including fans, engines, heaters, blowers and air purifiers.

The Reynolds Electric Company, 2650 West Congress Street, Chicago, offers a new bulletin on the correct installation and care of flashers for electric sign displays, traffic signals, fire alarm sirens, call systems, timers, and for various automatic contacting work where predetermined opening and closing of electrical circuits is required.



Above are shown two busy corners of the Western Electric demonstration room, which has been planned and equipped to demonstrate everything, from the toaster to the vacuum cleaner. In the picture at the left, Miss Nichols is showing the workings of a vacuum cleaner to a new saleswoman sent in by a local dealer. And at the right Miss Scott and Miss Nichols are demonstrating some new ironing tricks on the electric ironer to a group of dealers and salesmen. Note the completeness of the furnishings.

Radium Thumbtack Makes Novel Dinner Souvenir

When the 770 members and guests of the New York Electrical League sat down to their Christmas luncheon at the Hotel Astor, New York, on Dec. 21, each one received in his gift package a card bearing an "Undark" thumbtack with a printed message signed by "Bill" Dey, of the electrical division of the United States Radium Corporation.

The card was addressed "Dear Fellow Member or Guest." Directly under this greeting the thumbtack was stuck into the card opposite the words, "This is the point—of a luminous-head thumbtack coated with Undark." Following this, the message described the various uses to which the thumbtack might be put, with a selling talk suggesting how the recipient might sell luminous model switches and pull-chain sockets to his customers.

It was a timely and appropriate stunt—combining usefulness and advertising value. Other dealers may want to try something like it in connection with local meetings and gatherings.

"The Best Lighting Is the Most Economical"

Something more than a catalog of lighting fixtures, the new "Attalite" book issued by the Central Electric Company, 316 South Wells Street, Chicago, gives much helpful information on the lighting of offices, home kitchens and bedrooms, public auditoriums and schools.

Particularly interesting are the two pages devoted to school lighting. A school-room plan is reproduced, showing the lighting layout recently recommended by the Industrial Commission of Wisconsin. In this layout, the light units are not spaced symmetrically with reference to the walls, but an unsymmetrical arrangement gives the same direction to the artificial lighting as is obtained by daylight from the windows.

"Statistics show that 6 to 15 per cent of our children acquire defective vision within the few years of their school lives," it is pointed out. "The difficulty is due to either poor artificial or natural daylight conditions, or to both. A slightly higher cost for better lighting fixtures and larger-sized lamps is not only highly desirable from a humanitarian standpoint, but it is economical.

"If, due to defective vision, a pupil is forced to spend one extra year at school, the cost of teaching this one student for a longer period than normally will much more than offset any of the expenditures necessary for proper lighting."

Specific suggestions are also given for the lighting of the school auditorium, drawing and sewing rooms, class rooms, library, offices and study rooms, laboratories and gymnasium.

Write to Uncle Sam for These Booklets

In announcing the sale of more than 200,000 copies of "How to Own Your Home" within less than two months of publication, the Department of Commerce states that orders have come very largely from building and loan associations, dealers in building materials, furniture companies and other organizations that have bought the book for distribution among their customers.

Though treating wiring and electricity only as a part of the general problem of the home builder, the book is one in which every prospective home owner or home builder will be keenly interested, and can therefore be fittingly distributed with the electrical contractor-dealer's own electrical literature. It can also serve as a drawing card to induce passers-by to enter the store, by means of a sign in the window inviting them to come in for a copy of the book.

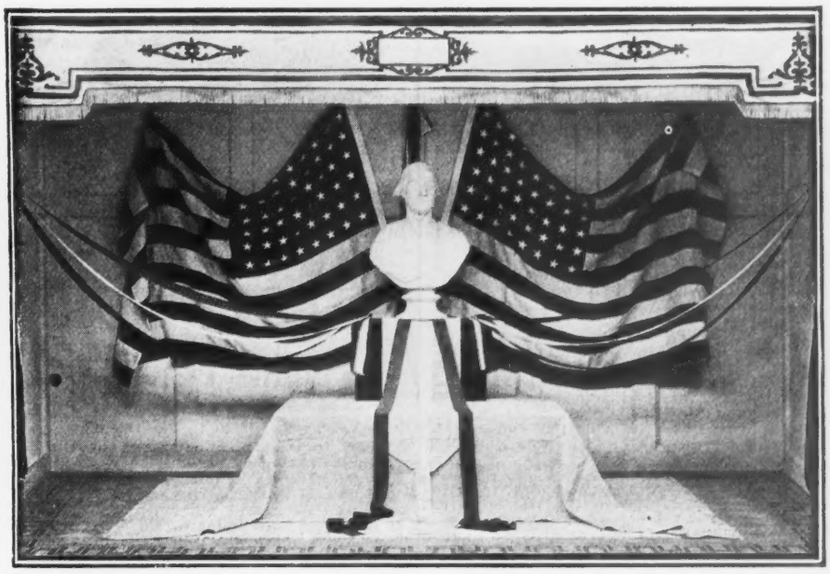
Although the number of single copies of "How to Own Your Home," sold at five cents a copy, has been very great, orde s for large lots have been especially stimulated by the low rates charged for quantity purchases. The Superintendent of Documents, Government Printing Office, Washington, D. C., handles the sales, and makes quotations as follows: $4 a hundred, $35 for one thousand, and $20 for each succeeding thousand on large orders.

The book discusses how much to pay for the home, how to finance the transaction, lot location, how to check the value of the property, selection of the contractor and how to compute maintenance cost.

The Bryant Electric Company, Bridgeport, Conn., has ready for distribution a new folder explaining to the householder the advantages and operation of its flush toggle switches.

F. W. Wakefield Brass Company of Vermilion, Ohio, is issuing new and revised data sheets on "Red Spot" lighting specialties under date of January 1, 1924. The several publications include data sheets on the standard "Red Spot" line of hangers, the accessory fixtures and materials, and on the new porcelain enamel "Red Spot" kitchen lighting units for which several unique advantages are claimed.

A Way to Honor Both Lincoln and Washington in Your February Window Displays



Here's a suggestion for a February window arrangement—an economical one, too, for Lincoln's bust can be used until February 12 and Washington's thereafter. Notice this is not a display but a background for one—almost any kind of appliance may be used with it, and as many changes made during the month as you please. The suggestion is from the Edison Lamp Works, Harrison, N. J.

New Merchandise to Sell and Where to Buy It

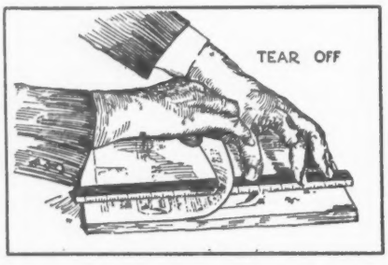
Appliances, Socket Devices and Wiring Supplies Which Manufacturers and Jobbers Are Putting on the Market

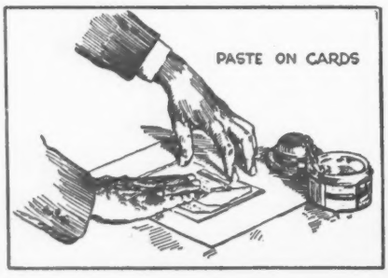
Including Many New Appliances Suitable for the Home Electric

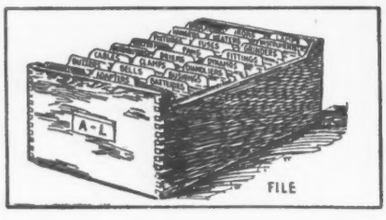
How to Use These Pages to Make Your Own Buying Index

Beginning with the September, 1917, number *Electrical Merchandising* has been furnishing its readers with the selective new-merchandise catalog service continued on these pages. By tearing out those items which affect your business and pasting them on filing cards, you can make a buying index that will put information on *what is made and who makes it* right at your finger's end.

Every item, with its illustration, will fit a standard 3-in. by 5-in. filing card. Or, if preferred, these items can be pasted on sheets of paper for binding in a loose-leaf catalog or folder.

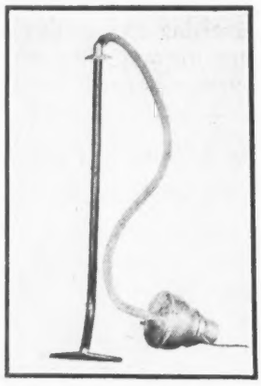






This section "New Merchandise to Sell" is an editorial text section prepared by the editors solely in the interests of readers of *Electrical Merchandising*. As its title explains, its purpose is to put before our readers information concerning the new merchandise and latest inventions on the market.

To be described here, articles or devices must be new and of general interest to our readers. These descriptions are solicited from all manufacturers, and the items are published free of all cost to the maker of the device, and without respect to advertising or any other consideration, except their interest to the reader. The editors are the sole judges of what shall appear in this section, and readers may depend upon the independent character of this service.



Vacuum Cleaner with Concealed Bag

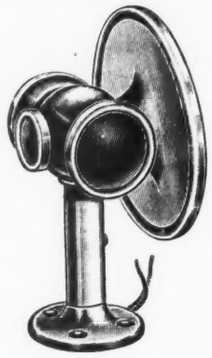
Electrical Merchandising, February, 1924

The strange-looking object in the accompanying illustration is a fully-developed electric vacuum cleaner recently brought out by the Apex Electrical Distributing Company, Cleveland, Ohio. The dust bag is not missing but is concealed and protected. It weighs but 7½ lbs. and is extremely simple in construction. The body is of heavy sheet aluminum and the terminals are protected by vulcanized rubber of special shape, fitted to the cord in a way to eliminate strain and breaking caused by bending of the cord. It can be converted instantly from a cleaner for rugs and carpets to a cleaner of draperies, upholstery, etc.

Combination Mirror and Parking Light

Electrical Merchandising, February, 1924

The "Mirrolamp," made by the Leuckert Lamp Corporation, 1834 Broadway, New York City, as its name implies, serves the double purpose of a parking light, which operates on a minimum volume of current, thereby eliminating the drain upon the batteries in keeping the big headlights lit when not required and at the same time provides a mirror of the usual automobile type. Two models are made, one for the windshield and one for the mudguard.



Bell-Ringing Transformer

Electrical Merchandising, February, 1924

To operate annunciators, electric heat regulators, electric door openers and to ring bells up to 6 in. in diameter, the Air-Way Electric Appliance Corporation of Toledo, Ohio, has introduced its new steel-clad bell transformer, which is smaller and lighter than the Air-Way porcelain-clad and will conveniently fit into panel boxes. It is made in the various odd frequency cycles and voltages but operates only on alternating current. Its secondary voltage is 8 watts.

Battery Charger

Electrical Merchandising, February, 1924

The "Unitron" radio rectifier is designed for the home-charging of radio A and B batteries, for use on a 110-volt, 60-cycle circuit. It has built-in charging unit for B batteries up to 90 volts, is self-regulating and self maintaining and is equipped with indicator to show when the unit is operating and when not. The manufacturer is the Forest Electric Company, Newark, N. J.

Adaptable Outlet Boxes

Electrical Merchandising, February, 1924

The "Ralco" No. 704 outlet box illustrated is especially adaptable for repair jobs on old conduit work, for the sides can be screwed onto the conduit and the box then fitted on, or in case of pulling out conduit already in place, it is only necessary to fit in blank sides where the holes were, and not to change the whole box. The cover is fastened on with lock washers and four brass machine screws. Another of the new products of the Central Electric Company, Chicago, is the Ralco No. 800 outlet box, the lid of which can be fastened on with bolts or can be tapped and put on with machine screws.

Audio Transformer

Electrical Merchandising, February, 1924

The form of the new Liberty transformer made by the Liberty Transformer Company, Inc., Chicago, is upright rather than horizontal and takes up a space of 2½ in. by 1¾ in. of panel or base space. It has a ratio of 5-1 which is sufficient, the manufacturer states, for all needs in the average set not calling for a special high ratio winding.

Speed Regulator

Electrical Merchandising, February, 1924

The Vitrohm speed regulator illustrated is the fully-enclosed type now being put into production by the Ward Leonard Electric Company, Mount Vernon, N. Y. This regulator is designed for use with all types of constant torque, d.-c. motors up to ¼ hp., 115 or 230 volts, and up to ½ hp. variable torque motors.

Heavy Duty Vacuum Cleaner

Electrical Merchandising, February, 1924

For use in hotels, office buildings, hospitals and churches not equipped with stationary vacuum cleaner service as well as for auxiliary service in buildings having such installations, the United Electric Company, Canton, Ohio, is manufacturing a new heavy duty cleaner known as the Tuec Truck cleaner. The machine is mounted on two 30-in. rubber tired disc wheels and may be operated in a 75-ft. radius from any electrical connection. It is 48 in. high, 30 in. wide, 36 in. long and weighs approximately 280 lb.

Audio Frequency Transformer

Electrical Merchandising, February, 1924

The United Manufacturing & Distributing Company, 9705 Cottage Grove Avenue, Chicago, is the manufacturer of a new audio frequency transformer which has a turn ratio of 5 to 1 and 3.5 to 1, for types A-1 and A-2. The core has .007 silicon steel laminations, and the impedance is of proper value for all types of vacuum tubes.

Radio Detector

Electrical Merchandising, February, 1924

"Radetec" is a complete radio detector that is designed to take the place of the ordinary detector and mounted crystal. It does not require a battery, it is declared, and can be used in any crystal or reflex set. The manufacturer is the Towner Radio Manufacturing Company, 2620 Victor Street, Kansas City, Mo.

Kitchen Lighting Unit

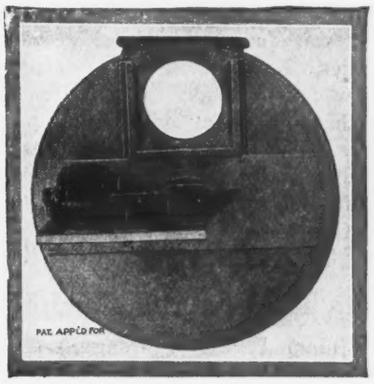
Electrical Merchandising, February, 1924

In some kitchens, unfortunately, the only electrical connection is through the single ceiling fixture. To provide an additional convenience outlet for such installations, the F. W. Wakefield Brass Company, Vermilion, Ohio, has brought out a "Red Spot" kitchen unit which includes a convenience outlet consisting of a short channel or trough leading from the fixture canopy close to the ceiling and carrying an ordinary drop cord.

Motor Control for Projective Stage-Lighting Effects

Electrical Merchandising, February, 1924

A slow speed motor control, operating without elaborate gearing, is the new stage-lighting device recently developed by the Display Stage Lighting Company, 334 West 44th Street, New York City. It is made for easy adjustment for different speeds while the stage effect is in operation and will stop at any desired place, an important feature when used with a motor-controlled color wheel where it is necessary to stop at a certain color.



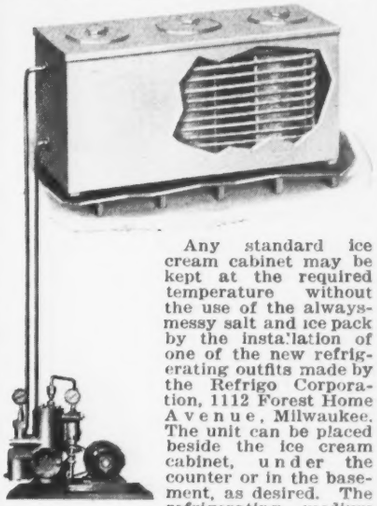
Dust Collector for Use with Electric Motor

Electrical Merchandising, February, 1924

For jewelers, dentists, light metal-workers and artisans in all materials requiring polishing, Leiman Bros., 60 Lispenard Street, New York City, are manufacturing a Model 47 dust collector which occupies a floor space of 18 in. x 28 in. The suction hoods are adjustable to fit the different types of motors and have electric light socket and attachments which, together with the wire from the motor underneath, can be spliced and all run from one electric light socket. The standard rating of the unit is 60 cycles, single phase, 110-220 volts, alternating or direct current, but other voltages may be obtained by special order.

Refrigerating Outfit for Ice Cream Cabinets

Electrical Merchandising, February, 1924



Any standard ice cream cabinet may be kept at the required temperature without the use of the always-messy salt and ice pack by the installation of one of the new refrigerating outfits made by the Refrigo Corporation, 1112 Forest Home Avenue, Milwaukee. The unit can be placed beside the ice cream cabinet, under the counter or in the basement, as desired. The refrigerating medium is ammonia. A thermostat is placed in the brine and its temperature controls the operation of the ice machine.

Continued on third and fourth pages following, for your convenience in clipping and filing.
Each item will fit a 3 x 5 in. standard filing card.

Electric Show in Small Cities

(*Continued from page* 4129)

Rotary Club, and Kiwanis Club was secured to judge the booths. The lighting company decorated a freight street car, elaborately illuminated, which was moved over the tracks and advertised the show. Newspaper publicity was of course obtained. Circulars were distributed.

It was found that local grocers, dairies, bakers, furniture stores, and plumbers gladly furnished needs in these lines for advertising purposes. That helped reduce expenses. In all respects the show was successful far beyond the fondest hopes of the Charleston dealers.

On a Tip from the Neighbor

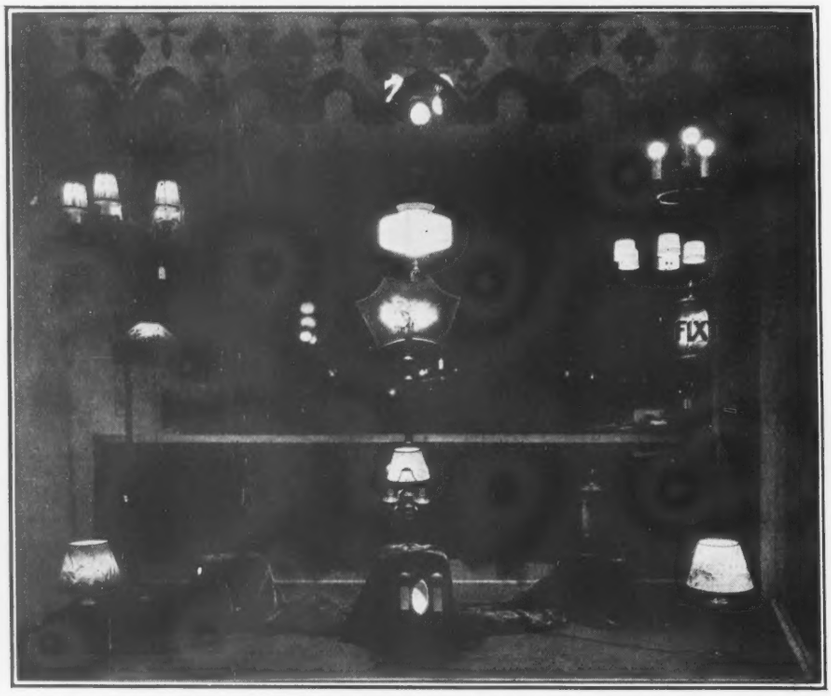
William Lacey of Poughkeepsie, N. Y., tells this story about selling a clothes washer:

"One of my prospects was perfectly satisfied with the way her wash-woman did the work, and there was apparently no chance to sell her a washing machine. But the wash-woman did not always come as per schedule—as they have a habit of doing. So I did some Sherlock Holmes prospecting, and one day received word from a next door neighbor, who owned one of the machines, that my rival, the wash-woman, had failed to put in an appearance. Without loss of time, I had a washing machine in the house for a demonstration. The next thing, the wash was on the line, and I had a signed order for the washer."

Where a Brightly Lighted Window Is a Drawback

There are few cases in which a proper installation of reflectors and high-powered lights would not be a distinct asset in displaying the merchandise in a window. Perhaps the only exception to this rule, in fact, is in the display of lighting fixtures themselves. Here, as in the proverb about the sun putting out a fire, the brighter light kills the lesser and the paradoxical condition prevails that the darker the general surroundings, the better is the fixture displayed.

The Seattle Lighting Fixture Company of Seattle, Wash., has appreciated that the best time for the display of fixtures is at night and their window is always artistically arranged. No window lighting is used other than the fixtures themselves and the background is of dark velvet, which absorbs as much light as possible. Such a window, tastefully designed, with a few fixtures and lamps, only, can form the most effective note in a block of more brilliantly lighted windows. The contract is most appealing.



The ideal time for a fixture display is at night—and the show window is an important part of any fixture dealer's business. The Seattle Lighting Fixture Company illustrates what can be done with a simple dark background and a selection of fixtures.

Demonstrating the Value of Good Window Illumination

Model window displays are being used throughout the country by the various co-operative leagues and campaigns to teach the story of good lighting to the merchant by actual demonstration. Their effectiveness is indicated by the record of wiring contracts and improved store illumination which has followed in their wake. Why should not the individual dealer follow the same practice of good merchandising in dealing with his own prospects along that line?

The Valley Electrical Supply Company of Fresno, Calif., is arranging for a completely wired demonstration window in its new store. This will be so arranged that different effects can be shown at will by the simple turning of a switch. This makes it possible to show the interested merchant just what the lighting plan under discussion will look like in contrast with other lighting.

The idea is to permit the store to send its own window decorator and to decorate the window after its own taste. By knowing exactly what is represented by each lighting change it is possible to talk price at the same time that the customer is looking at the sample of the wiring he is to purchase. The interest of the passer-by in the demonstration going on is not to be overlooked. Ordinarily the lights will be controlled by a flasher system which will permit of continuously changing effects with the regular tastefully dressed window of the store.

Provide "Traffic Lights" for Local Banquets

A traffic signal tower was used recently in New York City during a dinner given by friends of William Chilvers in the Fifteenth Assembly District, in celebration of his election to the Municipal Court bench, to notify the speakers, of whom there were fifteen, when to go ahead and when to stop. The toastmaster explained that each speaker would have seven minutes from the time the amber light was shown. When he had spoken five minutes, continued the toastmaster, the red light would be flashed on as a warning, and after two minutes more the green would be shown to indicate it was the toastmaster's turn again, to announce the next speaker.

Gossip of the Trade

Glimpses of Electrical Men at Work, at Play, and in Convention— as Caught by Lens and Pencil

Committee Will Organize Local Electrical Leagues

W. E. Robertson, vice-president of the Robertson Cataract Electric Company, Buffalo, N. Y., who was chairman of the conference of representatives of local electrical leagues held on Association Island last September, has announced the appointment of the following committee to develop a plan for the national organization of local electrical leagues: Charles A. Collier, Georgia Railway & Power Company, Atlanta; M. A. Curran, manager, Western Electric Company, Cincinnati; R. E. Fisher, vice-president, Pacific Gas & Electric Company, San Francisco; Joseph Fowler, president, Fowler Electric Company, Memphis; J. E. North, commercial agent, Cleveland Electric Illuminating Company; L. L. Strauss, New York; Earl E. Whitehorne, associate editor, *Electrical Merchandising*, New York, chairman.

The committee was authorized by the League Conference to make a thorough study of existing local electrical leagues, their organization and activities and also of the organization plans of other national affiliations of local associations, such as the Rotary, Kiwanis, and the National Federation of Women's Clubs, and develop a plan for the national affiliation of local electrical leagues that will provide for an organized co-ordination and co-operation that will strengthen and promote the league movement and make available to all the experience and achievements of successful leagues. This organization plan will be submitted to all the national group associations of the electrical industry and brought before the next League Conference which is to be held next September on Association Island.

W. B. Joyce, chairman of the National Surety Company, has acquired an interest in the Dubilier Condenser and Radio Corporation and has been elected a member of the board of directors of that company.

The Rodale Manufacturing Company, New York City, manufacturer of electrical specialties, because of the expansion of its business, has taken an additional floor at its plant at 265 West Broadway.

The Wheeler Reflector Company, of Boston, is now occupying new offices at 275 Congress St.

The Scranton Electrical Supply Company, Scranton, Pa., has recently been organized by J. Wimmer, Herbert Smith and R. K. Usher to carry on an electrical jobbing business.

The Connecticut Electric Manufacturing Company, of Bridgeport, Conn., announces the opening of its new Chicago warehouse at 32 South Clinton Street, where 4,000 sq.ft. of space will be provided. L. G. Cushing will continue in charge.

The Service Appliance Company is the name of a new retail electrical business recently opened at 24 Market Street, Amsterdam, N. Y.

The West End Electric Company has been organized to conduct a retail electrical business at 65 Guy Park Avenue, Amsterdam, N. Y.

The Crane-Nevins Electrical Supply Company is a new wholesale and retail electrical business recently formed in Amsterdam, N. Y., at 1 Grove Street.

The Tubular Woven Fabric Company, Pawtucket, R. I., announces the appointment of E. C. ("Jack") Johnston, formerly with the Chicago Fuse Manufacturing Company, as district manager of the St. Louis territory, comprising Missouri, southern Dakota, western Iowa, Kansas, Arkansas, Oklahoma and Texas.

Frank W. Price & Company, Philadelphia, has recently been organized as manufacturers' agent, for the sale of electrical appliances, including washing machines, vacuum cleaners and heating devices. Mr. Price was formerly with the Apex Electrical Distributing Company. Charles W. Fryburg, who is associated with Mr. Price, was for the past two years Eastern district manager for the Wise-McClung Manufacturing Company. Mr. Price writes that the company is open for two or three additional lines. The local address is 902 Fox Building, 1612 Market Street.

Oliver B. Capelle, who for the past three years has been connected with the publicity department of the Apex Electrical Distributing Company, Cleveland, Ohio, has recently been appointed advertising manager of that company.

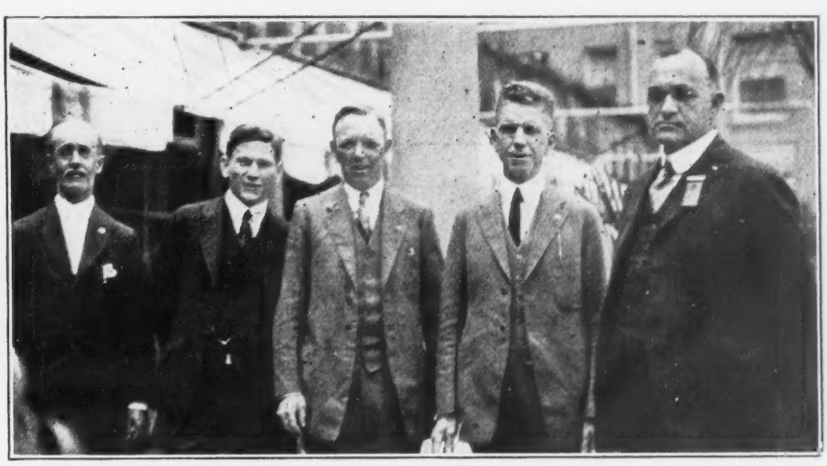
The Service Electric Company, Providence, R. I., has recently been formed by George L. McGovern and George Wright at 76 Dorrance Street.

The Arlington Electric Company, Boston, Mass., is the name of a new contractor-dealer business at 375A Tremont Street, recently organized by Leo J. Bellerose.

The Northern Electric Company, of Chicago, is now located in a new two-story brick building at 2835 North Western Avenue. The new factory contains approximately 8,000 sq.ft. of floor space.

The Federal Steel Products Company, Newark, N. J., announces the election of Morris Moreines, formerly vice-president, as president of the company, replacing I. T. Friedman who has severed all connections with the organization. Leon Starobin, formerly secretary, was named vice-president and secretary and Morris Quenzel continues as treasurer. "This company," reads the announcement, "is establishing agencies for its metal boxes, cabinets and safety switches in all principal cities of the country and would like to hear from agents and representatives." The company's new catalog has just been published.

(News items continued on page 4138)



Some of the important personages in the contractor-dealer movement in Southern California. An extremely active organization has recently come into existence in that territory, which boasts several hundred members most of whom attend meetings! Reading from left to right the gentlemen watching the little birdie are "Pop" Jones, contractor-dealer of Covina, "Billie" Knost, secretary of the Los Angeles Electric Club, "Ned" Granger, contractor-dealer of Santa Ana and elsewhere, H. H. Walker, engineer and contractor and, incidentally, president of the Electrical Contractors' and Dealers' Association of Los Angeles, and "Hal" Miller, electrical dealer of Pasadena.

New Merchandise to Sell

(*Continued from third page preceding.*)

Table Lamp

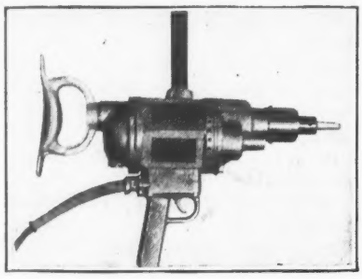
Electrical Merchandising, February, 1924

The antique iron table lamp illustrated, known as Style A-501, is the handiwork of George Ainsworth, 101 Park Avenue, New York City. Decorations on the base are the Tudor rose, the Scotch thistle and other early English ornaments. The lamp itself is 18½ in. high, with 11-in. parchment shade. The bobeche is finished in old gilt.

Electric Screw Driver and Socket Wrench

Electrical Merchandising, February, 1924

For heavy duty production work the Black & Decker Manufacturing Company, Towson Heights, Baltimore, Md., has brought out a No. 3 portable electric screw driver and socket wrench. The tool weighs but 15 lbs., and is specially designed for driving very large wood screws, lag screws and running up nuts on large bolts. The spindle is equipped with a positive clutch which automatically disengages when the forward pressure on the tool is released. Standard voltages up to 250 volts can be supplied.



Traffic Signal

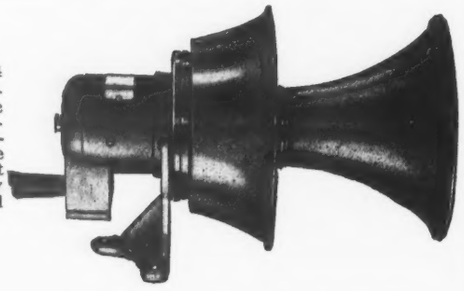
Electrical Merchandising, February, 1924

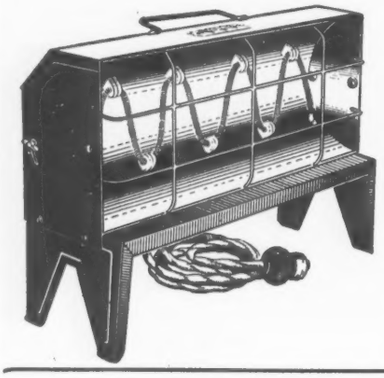
On the Providence road from Northbridge, Mass., will be found one of the new "Direct-U-Lite" traffic signals recently developed by the Direct-U-Lite Company, Worcester, Mass. It is electrically lighted, with either adjustable flash or continuous illumination and stands 7 ft. high, with 4-way, 6-in. lens and four illuminated side panels, 14 in. by 42 in., which may contain any desired lettering or graphic picture of direction or warning. A time switch for turning the lights on and off at any desired time will be furnished at small additional cost.

Electric Siren

Electrical Merchandising, February, 1924

"Always on Guard" is the watchword for the new Type F electric signal made by the Inter-State Machine Products Compan, Inc., Rochester, N. Y. it is claimed to be weatherproof and has a flat bracket for mounting on wall, pillar or any convenient place. It is equipped with a 1-20 hp. motor.





Glow Heater

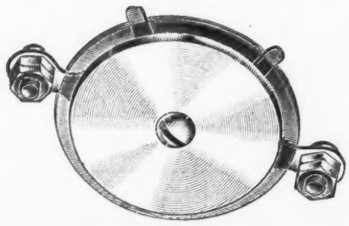
Electrical Merchandising, February, 1924

Electrahot Appliances, Inc., 307 Fifth Avenue, Minneapolis, Minn., has brought out a new glow heater that is designed to throw a broad beam of heat a distance of 10 ft. or more. It is 14 in. long and 10 in. wide, has adjustable copper reflector and operates on alternating or direct current.

Radio Headset

Electrical Merchandising, February, 1924

The True-Tone Radio Manufacturing Company, 186 North La Salle Street, Chicago, is announcing a new triple magnetic circuit headset. It is known as the "Worthmore" and is rated at 2,200 ohms.



Radio Condenser

Electrical Merchandising, February, 1924

The new condenser brought out by the Howard Radio Company, Inc., 4248 North Western Avenue, Chicago, is made in two capacities, in .0008 mfd. for use as a bridging or phone condenser and in .00025 mfd. as a grid condenser. A new feature of the device, it is pointed out, is the small nut on the terminals, which is arranged to provide easier connections.

Push-Pull Battery Switch

Electrical Merchandising, February, 1924

"Every owner of a radio set knows the annoyance of finding tubes turned on when they are supposed to be off," says Herbert H. Frost, Inc., 154 West Lake Street, Chicago. The new Frost battery switch, connected in series in the "A" battery circuit is made to instantly cut off the "A" battery, thereby eliminating waste of current and drain on "B" battery as well.

Portable Floor Lamp

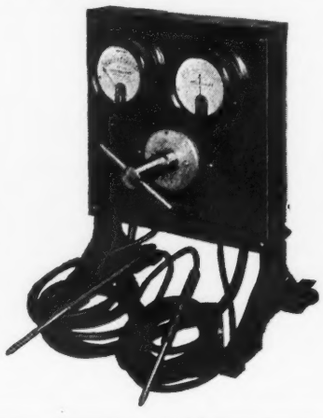
Electrical Merchandising, February, 1924

The sliding yoke of the antique portable floor lamp designed by George Ainsworth, 101 Park Avenue, New York City, is made of antique hammered brass. The lamp is 54 in. high and has a 9-in. plain parchment shade, which is ruggedly constructed with Uno ring built in, while the swivel joint has a General Electric threaded catch pull socket. The fixture is known as Style A-500.

Battery Tester

Electrical Merchandising, February, 1924

The "Ace" battery tester made by Weidenhoff Products, 4352 West Roosevelt Road, Chicago, is arranged to determine the voltage drop of the individual cells of a battery while under discharge. With battery connected and variable carbon rheostat set to the desired rate of discharge, the voltage drop of a cell is shown on the voltmeter when the pointed prods on the ends of the two flexible leads are applied to the terminals of the cell. The ammeter shows rate of discharge.

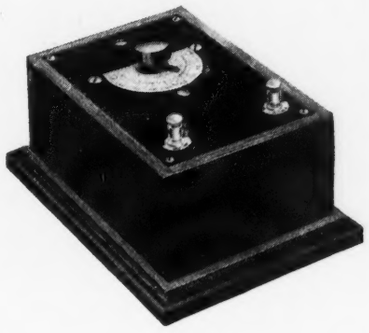


What's new on the market? These pages will tell you.

Radio Wave Trap

Electrical Merchandising, February, 1924

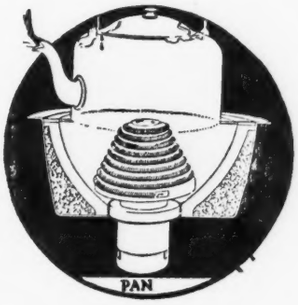
To minimize the interference of nearby stations, the Audiola Radio Company, 430 South Green Street, Chicago, has developed an interference eliminator which consists of a fixed inductance in parallel with a variable 23-plate condenser. It contains two binding posts and may be inserted in either the aerial circuit or the ground circuit.



Radio Condenser

Electrical Merchandising, February, 1924

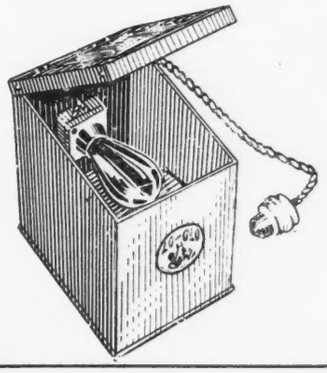
To afford the best possible soldered connections and neatly soldered joints, the Chas. Freshman Company, Inc., 106 Seventh Avenue, New York City, has made a radical improvement in the design of all capacities of its tested noiseless mica condensers. A lug of special construction, it is explained, is riveted by means of an eyelet to each terminal of the mica condenser and is so designed that three or more different wires may be soldered to it, giving good contact and allowing right angle bends. Because of the three grooves with which the lug is equipped, the wires may be properly laid and held in place while being soldered.



Electric Range

Electrical Merchandising, February, 1924

The heating element illustrated is one of the outstanding features of the new electric range recently brought out by the National Electric Heating Company, Ltd., Toronto, Canada. The new element, the company declares, is as easy to take out and replace as an electric light bulb. The reflecting bowl, in which the heater is inserted, is of heavily-insulated porcelain and is easy to clean.



Electric Egg Tester

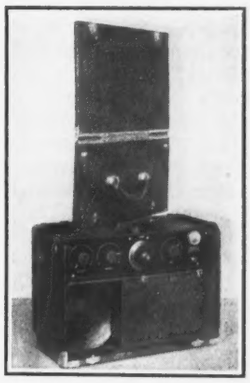
Electrical Merchandising, February, 1924

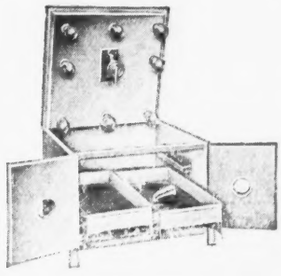
Poultry raisers who have been converted to the electrical idea will be interested in the electric egg tester made by the Standard Electric Incubator Company, Inc., 76 Greenwich Street, New York City, for determining fertile eggs. The tester is of all-metal construction, white-enameled, with reflector, 6-ft. cord, and can be used as candling box.

Self-Contained Radio Set

Electrical Merchandising, February, 1924

No antenna or ground connections are necessary for the successful operation of a new self-contained "Operadio-2" receiving set made by the Operadio Corporation, 8 South Dearborn Street, Chicago. It employs a radio frequency circuit and uses a wave-bridge for wave interception. The wave-bridge is built into the removable top and side and is plugged into the instrument when the set is in operation. It uses either C-299 or UV-199 tubes throughout, there being three steps of radio frequency and two of audio frequency. The entire set is enclosed in a keratol carrying case, 17 in. long, 12 in. high and 9 in. deep.





Electric Incubator

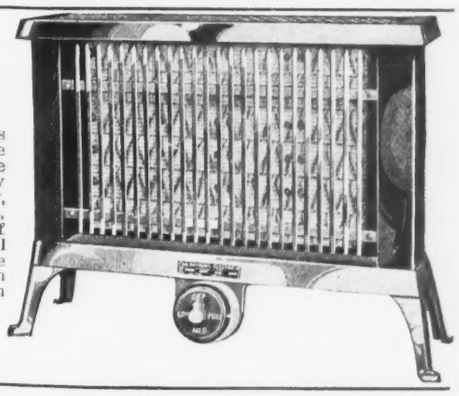
Electrical Merchandising, February, 1924

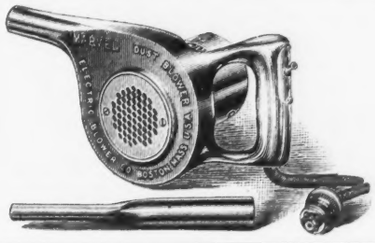
The heat necessary for hatching is produced in the electric incubator made by the Standard Electric Incubator Company, Inc., 76 Greenwich Street, New York City, by ordinary carbon filament electric light bulbs (no resistance coils or heating units used, it is declared) the number varying with the size of the machine. The unit illustrated has a 125-egg capacity and contains eight 15-watt lamps, making a total consumption of 120 watts. The temperature is controlled by a thermostatic circuit breaker. The incubators are made in three sizes: 45-, 125- and 250-egg capacities.

Floor Type Radiator Heater

Electrical Merchandising, February, 1924

A new electric heater, that is, says the company, a cross between a grate heater and the regular industrial-type factory heater, has been developed by the National Electric Heating Company, Ltd., 544 Queen Street East, Toronto, Canada. The top and radiator front of the heater are finished in polished nickel and it presents an attractive appearance for heating offices or in fact any room in the house. It may be obtained in sizes from 1 to 5 kw.





Portable Electric Blower with Vacuum Cleaner Attachment

Electrical Merchandising, February, 1924

By the use of attachments which are provided, the portable electric blower made by the Electric Blower Company, 352 Atlantic Avenue, Boston, can be converted into a vacuum cleaner to serve the various uses for such a device. The blower, which weighs 6½ lbs., is equipped with a 1/12 hp., 110, 220 or 250-volt a.c. or d.c. motor.

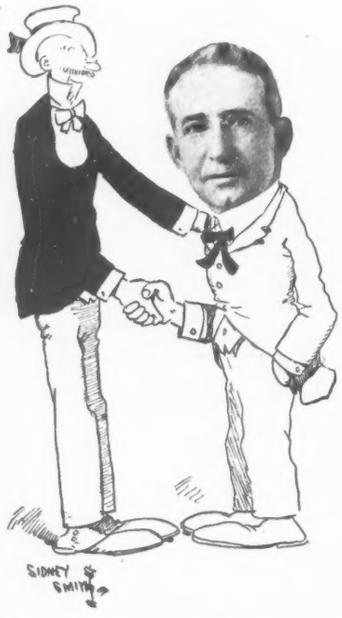
Continued on third and fourth pages following, for your convenience in clipping and filing.
Each item will fit a 3 x 5 in. standard filing card.

Gossip of the Trade

(*Continued from page* 4135)

Robert L. Eltringham, formerly manager of the California Electrical Cooperative Campaign, has joined the staff of the National Electric Light Association as assistant to M. H. Aylesworth, managing director, succeeding S. A. Sewell, resigned. Mr. Eltringham, who is a native of Pennsylvania, has long been identified with electrical interests.

Curtis Lighting, Incorporated, is the new name under which are grouped the National X-Ray Reflector Company, X-Ray Reflector Company of New York, Inc., and Luminaire Studios, Inc., of New York and Chicago. The new Curtis Building, a six-story office and factory building, has just been completed at 1119 West Jackson Boulevard, Chicago, and will now accommodate the central offices and manufacturing plant of above organizations. The building, costing half a million dollars, has a quarter of a million square feet of floor space and will afford greatly increased engineering and manufacturing facilities. The first five floors will be devoted to the manufacture of reflectors, flood-lighting projectors, indirect lighting fixtures and equipment. The entire sixth floor will be given over to the engineering and designing department, the luminaire studios, library, display rooms, and sales and executive offices. The lighting for the entire building will be exemplary of recent progress that has been made in the field of light.



When Augustus D. Curtis moved his organization of illumination experts into the new home building of Curtis Lighting, Inc., on West Jackson Blvd., Chicago, his friend Sidney Smith, the famous cartoonist and creator of Andy Gump, sent Mr. Curtis this autographed sketch of "Andy and Augustus," with the characteristic Gumpian advice "Before you start moving, A. D., take a look and be sure the building's there!" Andy's recent unhappy adventures with a missing hair-brush factory are known far and wide.

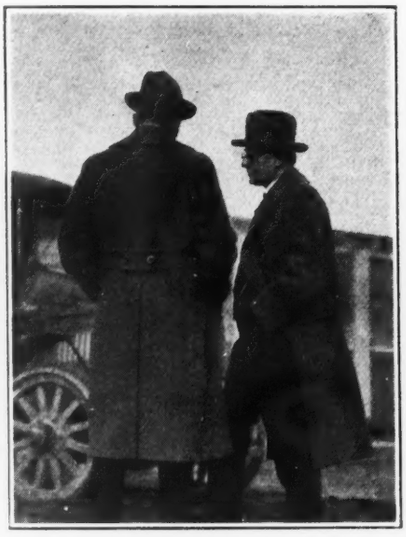
Hartwell Jalonick has resigned as commercial manager of the Texas Power & Light Company, Dallas, Texas, in charge of all the company's commercial activities in 109 communities, including merchandise sales. Mr. Jalonick is opening offices as a manufacturers' agent, selling to central stations and jobbers in the four states of Texas, Oklahoma, Arkansas and Louisiana. His new offices and display rooms will be in the Insurance Building, Dallas.

W. H. Colman has been appointed merchandise manager of the Chicago commercial district of the General Electric Company, according to an announcement by H. L. Monroe, manager of that district.

The Eden Washer Corporation, 80 Maiden Lane, New York City, announces the appointment as sales manager, of Harry G. Seaber, who was formerly vice-president and general sales manager of the Brokaw Eden Company, and held the same position with the Gillespie Eden Corporation, covering a period from 1910 to 1922. Mr. Seaber has been on the Eden Corporation board of directors since the beginning of the Eden Washer Corporation on Sept. 1. Frederick E. Hazard, who was formerly secretary and assistant general sales manager of the Brokaw Eden Company, is now actively connected with the Eden Washer Corporation in assisting Mr. Seaber in sales work.

Betts & Betts Corporation, 645 West Forty-third Street, New York City, has discontinued its regular sales force, retaining but two of its oldest salesmen, S. B. Johnson and V. H. Walker, and has established a series of manufacturers representatives all over the country. The newly-appointed representatives are: F. Robt. Schwartz & Bro., 546 Broadway, New York City; P. G. Detweiler, Detweiler-Bell Company 152 Temple Street, New Haven, Conn.; S. S. Bell, Detweiler-Bell Company, 101 Milk Street, Boston, Mass.; Walker-Lilly Electric Company, 604 Lincoln Bank Building, Louisville, Ky.; Robertson Sales Company, Birmingham, Ala.; W. A. McDonnell, 1115 Chestnut Street, St. Louis, Mo.; J. S. Jacobson Company, 627 West Jackson Boulevard, Chicago; W. A. Bittner Company, 422 First Avenue, Pittsburgh; Coffin-Perry Company, 36 West Gay Street, Columbus, Ohio; Electrical Specialties Company, 325 State Street, Detroit; Globe Electrical Supply Company, 1622 Wazee Street, Denver; and Panama Lamp & Commercial Company, 1066 Mission Street, San Francisco.

J. J. Keith, for five years a sales and advertising executive of Altorfer Bros. Company, Peoria, Ill., manufacturers of ABC electric washers, has accepted the position of general sales manager for the Lincoln Washington Machine Company of Detroit, and has assumed charge of his new responsibilities. Mr. Keith will direct Lincoln national sales, recent expansion of the company's manufacturing facilities having made possible an extension of its distribution which has been, until recently, confined chiefly to the Detroit district.



Under the bonny beaver bonnet bulges a busy brain bubbling with optimism. Said brain is the property of P. A. Geier, president of The P. A. Geier Company of Cleveland, who is here seen observing the first load of dirt removed from the hole where a new Royal cleaner factory is being built this winter. This building operation will give the Geier Company double its present floor space and capacity, which is pretty good evidence that P. A. is not anticipating hard times just yet. The rear view hartshafner model belongs to F. J. Gottron, general manager of the same company, who is figuring on using the truck to haul profits to the bank when the new factory is finished.

The National Toy Show will be held in the Bush Terminal Sales Building, 132 West Forty-second Street, New York City, on February 4. Electrical toy manufacturers, as usual, are planning to take part in the exposition.

For Your St. Valentine Window

February is Valentine Month—which fact brings a great many more thrills to several million young people than even the fact that it's Washington's birthday month, or Lincoln's birthday month, or the shortest month in the year!

So of course you'll have a Valentine window. The Benjamin Electric Manufacturing Company of Chicago, for one, is going to see that its dealers have the finest Valentine windows of anyone, by offering prizes for the best displays and supplying all the fixin's. Big hearts and little hearts—a great big red heart centerpiece, and little hearts which serve as merchandise cards and end pieces — decorated crêpe paper, plain crêpe paper, crêpe streamers, all with a Valentine air—this is the material which is offered dealers who enter the contest, and with which the competing windows must be decorated.

Send for your Valentine package of window trimming material now—all photographs of window displays must be in by Feb. 24.

Australian Radio "Fans" Must Pay to "Listen In"

A novel method has just been adopted by the Australian Commonwealth wireless authorities for protecting broadcasting stations, says a report to the Department of Commerce from Assistant Trade Commissioner Elmer G. Pauly, Melbourne. The regulations recently promulgated require that every prospective purchaser of a receiving set must present to the radio-goods dealer a certificate of license showing that he has subscribed to the service of the station operating on the wave length to which the instrument being purchased is adjusted. If a radio enthusiast desires to "listen in" on additional programs he can have his receiving set so adjusted, but only on the production of certificates showing that he has made separate subscriptions to each.

At a recent conference of Australian authorities, manufacturers, broadcasting companies, and dealers, the adoption of a uniform device for sealing receiving sets was decided upon. While the sealed-set regulations may be defeated by certain owners of receiving sets, the Government has authority to make surprise inspections of every set to see that the seals have not been tampered with. It is understood, that the sealing device which is added locally will in no way interfere with the sale of American radio sets in Australia.

The Scott-Jaqua Company, Inc., is a newly-formed organization of sales representatives and engineers and succeeds the John F. Scott Company, with offices at 707 Roosevelt Building, Indianapolis, Ind. John F. Scott was formerly vice-president and general manager of the Varney Electrical Supply Company, president of the Luminous Specialty Company and the principal in the John F. Scott Company. Charles A. Jaqua was formerly managing engineer of the Varney Electrical Supply Company, is a graduate of Purdue University, and has had several years experience as consulting electrical and mechanical engineer. The company will represent the American Steel & Wire Company, the Frank Adam Electric Company, the Kuhlman Electric Company, Electrical Engineers Equipment Company, Major Equipment Company, Pittsburgh Reflector Company, I. P. Frink Company, George Ainsworth, the Quadrangle Manufacturing Company and other manufacturers.

Phil. F. Toman, formerly associated with the fractional horsepower motor sales department of the General Electric Company, at Fort Wayne, Ind., is now with the Horton Manufacturing Company, also of Fort Wayne, as sales promotion manager.

W. E. Prosser has joined the retail organization of the Mohawk Electrical Supply Company, Syracuse, N. Y. Mr. Prosser, who for the past several years has been sales manager of the Adirondack Light & Power Corporation, Schenectady, N. Y., will have supervision over the appliance sales crew and promotion work for the sale of household electrical appliances handled by the company.

The Macbeth-Evans Glass Company, Pittsburgh, Pa., announces the election of Howard S. Evans as president, to fill the vacancy caused by the death of Thomas Evans. George D. Macbeth was elected vice-president and C. R. Peregrine vice president in charge of western works at Marion, Ind. and Elwood, Ind. It is also announced that plans are under way for the establishment of two divisions of the company—one to be known as the eastern division, located at Charleroi, Pa., and the other, the western division, will control the production of the Marion and Elwood, Ind. works, with offices at Marion, Ind. The general office of the company at Pittsburgh, which heretofore embraced the purchasing, manufacturing, sales and collections of these works, will hereafter include only the executive and financial departments.

The Independent Associated Electrical Contractor-Dealers of Greater New York, at its annual meeting held recently, elected the following officers to serve for 1924. President, Louis Freund; first vice-president, S. MacNutt; second vice-president, S. J. O'Brien; treasurer, A. Lincoln Bush; recording secretary, Albert A. Tuna; financial secretary, Walter Birkel.

The Galvin Electric Manufacturing Company, St. Louis, Mo., announces the appointment of I. Elkas as Chicago district manager, with offices at 751 North Wells Street. Mr. Elkas was for the past eleven years associated with the Robbins & Myers Company. L. D. Hatch is also a newcomer with the Galvin Company. He has recently been appointed New York sales manager, with offices at 72 Dey Street, New York City. Mr. Hatch was formerly with the Century Electric Company and the Emerson Electric Manufacturing Company.

The New London Storage Battery Manufacturing Company, New London, Conn., will make, repair and sell storage batteries. John Barna, 45 Grand Street, New London, C. Tramontano and A. V. Buckley are interested in the new enterprise.

The Crosley Manufacturing Company and the Precision Equipment Company, of Cincinnati, have become merged under the name of the Crosley Radio Corporation. The combined organization now occupies three large plants in Cincinnati, including its own woodworking cabinet plant, while a fourth plant, larger than the present three combined, has just been purchased for additional expansion.

P. G. Parker has been appointed assistant Chicago district sales manager of the Radio Corporation of America. Mr. Parker has been an executive in the Chicago office since the opening of that branch.

Men Who Are Directing the Activities of the Society for Electrical Development—II

H. B. CROUSE—Director

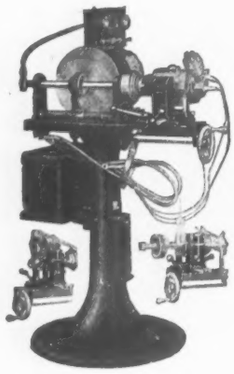
One of those leaders to whom every branch of the industry goes for counsel in time of need—such is the position which H. B. Crouse, president of the Crouse-Hinds Company, Solvay, N. Y., holds in relationship to the electrical industry today. Mr. Crouse took over the Crouse-Hinds business under its present name in 1905, proceeding to establish his company as the manufacturer of an electrical quality product that has won a unique position in the industry. He is a past president of the Associated Manufacturers of Electrical Supplies, but best of all he is known as an advocate of quality electrical workmanship and of just rewards for the distributer and the merchandiser of electrical commodities.

A leader among electrical jobbers, "Nate" G. Harvey has built up one of the great wholesale electrical supply businesses of Chicago and the West—the Illinois Electric Company—of which he is president and the active head. Mr. Harvey was the first president of the Westinghouse agent-jobbers' association, and has been chairman of the central division of the Electrical Supply Jobbers' Association, in which organization he has long been one of the acknowledged leaders.

N. G. HARVEY—Director

New Merchandise to Sell

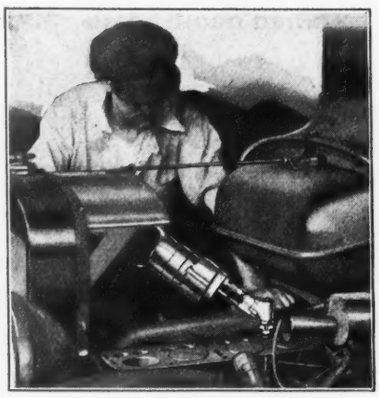
(*Continued from third page preceding.*)



Electric Test Unit

Electrical Merchandising, February, 1924

Defective motors or generators, after being removed from the automobile, may be tested in the Model TF-22 electric test unit made by the Service Products Company, Springfield, Ohio, before the work of repairing begins. This model is a motor-driven, friction drive unit for quickly making tests on all types of starting, lighting and ignition in the automotive field. It has a ¾ hp. repulsion induction motor. The double six-volt battery and battery box are mounted upon the pedestal under the base.



Electric Valve Lapper

Electrical Merchandising, February, 1924

By a special gear arrangement, the valve lapper made by the A. H. Peterson Manufacturing Company, Milwaukee, Wis., automatically combines a revolving and back-and-forth motion in lapping the valve. A special hook attachment is furnished for lapping Buick valves and is also adapted to loosening Buick valves which have become stuck, without removing the cage from the engine. An offset attachment is also designed to slip into the chuck of the machine so that the operator can "lap in" those valves in the hard-to-get-at places such as under the gas tank of the Overland or the dashboard of the Ford.

Power Unit for Radio Sets

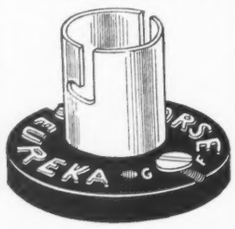
Electrical Merchandising, February, 1924

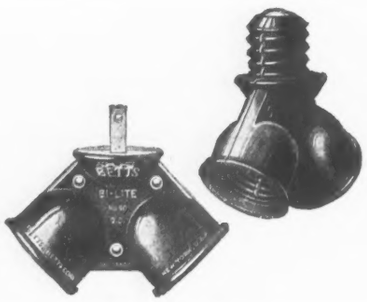
The "Radio-Powr" No. 4 unit made by the Electrical Division of the Eagle Carburetor Company, Cleveland, operates from the regular a.-c. lighting circuit. It is constructed to handle four or five 201-A tubes and its output is ½ to 1½ amp., at 6 volts. The knob in the center of the panel regulates the filament heat, thus eliminating the use of a rheostat.

Peanut Tube Socket

Electrical Merchandising, February, 1924

For use with the peanut tube, Frank W. Morse, 289 Congress St., Boston, has designed a socket with two or four screw connections.





Multiple Socket

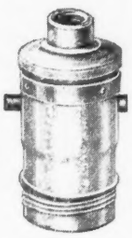
Electrical Merchandising, February, 1924

The "Bi-Lite" multiple socket, formerly made by the Betts Electric & Manufacturing Corporation, is now being manufactured by a company of similar name (but which has no connection with its predecessor) the Betts & Betts Corporation, 645 West Forty-third Street, New York City. The latter company is now sole manufacturer of the device and plans to maintain stocks of "Bi-Lites" at Boston, Detroit, Chicago, Pittsburgh, Denver, Birmingham, San Francisco, Los Angeles and at additional distributing points which will be added later.

Fixture Socket

Electrical Merchandising, February, 1924

The manufacturer of "Circle F" fittings, the E. H. Freeman Electric Company, Trenton, N. J., has brought out a small socket designed primarily for use with fixtures and portables. The locking mechanism of the cap and shell is the standard "Circle F" Pushlok type. Socket No. 4142-C, illustrated, has ⅛-in. cap and is made for 660-watts, 250 volts.



Electric Bench Scroll Saw

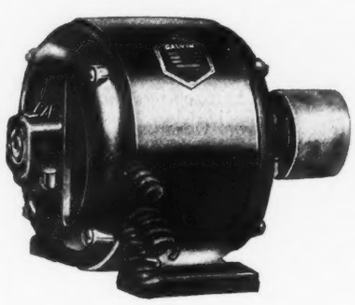
Electrical Merchandising, February, 1924

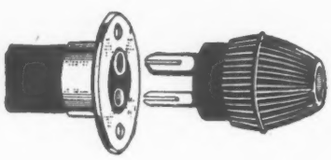
The W. F. and John Barnes Company, Rockford, Ill., is making an electric bench scroll saw, driven by a ¼-hp. motor for use on a.c., 110-volt, 60-cycle, single-phase circuit only. To provide a smooth and perfect-running jig saw a round belt is run from the motor to balance wheel to drive the pitman wheel. The saw is equipped with one bit, $\frac{1}{16}$ in. in diameter, for boring attachment and one dozen assorted scroll blades. It comes complete with lamp cord and plug, ready for operation.

D. C. and Three-Phase Motors

Electrical Merchandising, February, 1924

The direct current motor recently developed by the Galvin Electric Manufacturing Company, St. Louis, Mo., is made to interchange with the company's a.c. ⅛ and ¼ hp. ratings and will be supplied for all standard d.c. voltages. The three-phase motor is supplied in ratings from ¼ to 1 hp.





Plug Connection for "A" and "B" Battery Wires

Electrical Merchandising, February, 1924

That it does away with the use of two binding posts is claimed for the new polarized plug connection for "A" and "B" battery wires, recently brought out by Frank W. Morse, 289 Congress Street, Boston. It is known as Style 169, is made of polished hard rubber with finishes of black or nickel, and comes in two sizes, $\frac{5}{8}$ in. and ½ in.

What's new on the market? These pages will tell you. ☛

Lighting Unit with Safety Holder

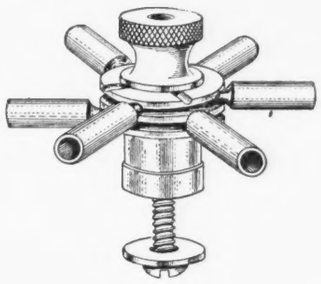
Electrical Merchandising, February, 1924

To save time and money in servicing and relamping lighting installations, the Western Electric Company, New York City, has introduced its new No. 99 safety unit which is equipped with a patented concentric ring-holder into which the bowl is inserted by simply moving the knurled nut. A turn of the nut locks the rings securely in place so the bowl cannot fall out. The holder itself is finished in statuary bronze and in appearance the entire unit is similar to the company's No. 99 enclosing unit.

Multiple Receiving Post

Electrical Merchandising, February, 1924

A new radio device of the Morse line, made by Frank W. Morse, 289 Congress Street, Boston, Mass., is the multiple receiving post illustrated. It will accommodate three, six or nine headsets and takes up no more room than the regular binding post.



Radio Amplifying Unit

Electrical Merchandising, February, 1924

A tin funnel, a flower-pot and a megaphone have been successfully used as amplifying mediums with the loudspeaker unit recently developed by the C. M. French Manufacturing Company, Seymour, Conn., the manufacturer declares. The unit has a rating of 2,200 ohms and is especially designed to serve as a loudspeaker unit in connection with various individual adaptations.

Repulsion Induction Motor

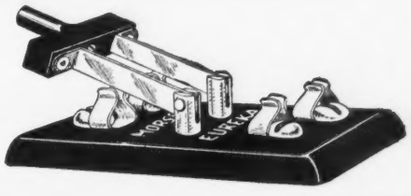
Electrical Merchandising, February, 1924

The Galvin Electric Manufacturing Company, St. Louis, Mo., is now building repulsion induction motors in sizes from ⅛ to ½ hp. "The motors are liberally designed," says the manufacturer, "to provide for ample ventilation, have phosphor bronze oil-ring type bearings, high carbon steel shaft and are finished in black enamel."

Radio Switch

Electrical Merchandising, February, 1924

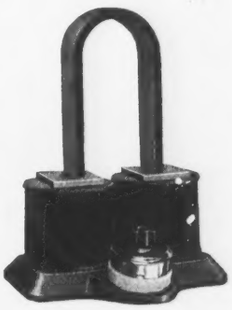
The Morse "Eureka" switch made by Frank W. Morse, 289 Congress Street, Boston, has top and bottom connections with positive sliding contacts. It has black moulded base and measures 2¼ in. x 1¼ in.



Convenience Outlet

Electrical Merchandising, February, 1924

The popular side-wall bracket, in addition to its primary duty of providing light, will also serve as a convenience outlet with the use of the new "Wiremold" bracket which may be attached to any side-wall fixture. The fitting provides a permanent neat outlet that will fit any standard plug-cap. It is finished to harmonize with the fixture. The manufacturer is the American Wiremold Company, Hartford, Conn.



Magnet Charger

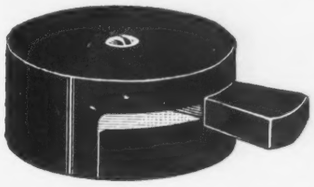
Electrical Merchandising, February, 1924

The TF-512 magnet charger made by the Service Products Company, Springfield, Ohio, is of all-metal construction and consists of two electro-magnets, having sufficient power, it is pointed out, to saturate the permanent magnets of the magneto. The charger measures 6 in. x 8 in. x 9 in. and its net weight is 17 lbs.

Hard-Rubber Radio Switch

Electrical Merchandising, February, 1924

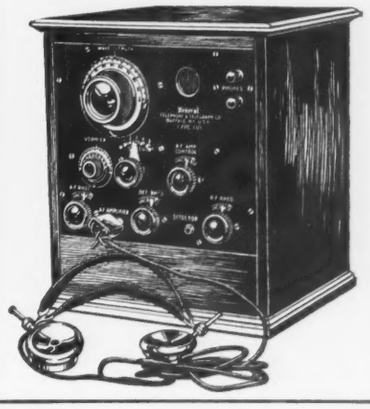
The "Harwood" radio switch made by Frank W. Morse, 289 Congress Street, Boston, is finished to match panel or table and is made of polished hard rubber. The accompanying illustration shows the full size of the switch which is made in types of single throw, single pole; double throw, single pole; and double throw, single pole on one side and double pole on the other side.



Radio Receiving Set

Electrical Merchandising, February, 1924

"An elaborate antenna is not required for successful operation," says the manufacturer of the radio set illustrated, the Federal Telephone & Telegraph Company, Buffalo, N. Y., "for hundreds of letters have been received from enthusiastic owners stating they have successfully employed electric light wire attachments, indoor aerials, piano strings and bed springs as substitute antenna." The tuning coil is known as the auto-transformer type, similar in operation to the usual single circuit coil. The cabinet of this Model 110 is finished in dark mahogany.



Continued on page 4142 following. For your convenience in clipping and filing, each item will fit a 3 x 5 in. standard filing card.

Salesroom of the Kansas City Power and Light Co.

Nearly $400,000 Worth of Hoovers Sold in Last Five Years by One Dealer

"The more Hoovers there are in use in any city, the easier it is to sell Hoovers there."

Kansas City, Mo., with its 56,000 wired homes, excellently illustrates this axiom—derived from the fact that the lasting satisfaction given by The Hoover causes its users to urge their friends to buy one also. It is the proof of the product.

Five Authorized Hoover Dealers share the business in Kansas City. One of them—the Kansas City Power & Light Co.—individually has sold nearly 9,000 Hoovers, of which more than 6,000 (nearly $400,000 worth) were placed in the five years, 1919 to 1923 inclusive.

Including sales by the other dealers, Kansas City now has approximately 20,000 Hoovers. Better than one-third of the wired homes in this city are equipped with The Hoover

And yet, total 1923 sales surpassed previous years!

Of course the K. C. Power & Light Co. is very aggressive in seeking business. Local advertising of The Hoover every week, to cash in on the big volume of Hoover national advertising which flows into the locality; continuous window displays of The Hoover; a Hoover demonstrating table on the main floor—these are some of the methods used.

Also they find that the Hoover Co-operative Plan is the best means of promoting Hoover business.

Under this plan the trained Hoover sales force assumes the work of securing leads, demonstrating, selling, delivering and servicing the cleaners—in close co-operation with the dealer, of course.

It has been in successful use, all over the country, for many years and *guarantees* dealers the prompt sale of every Hoover ordered. It completely eliminates all risk in buying, speeds up turnovers and assures a volume of sales attainable in no other way.

Investigation does not place you under any obligation. Our representatives gladly call on request.

THE HOOVER COMPANY, NORTH CANTON, OHIO
The oldest and largest makers of electric cleaners
The Hoover is also made in Canada, at Hamilton, Ontario

The HOOVER

It BEATS.... as it Sweeps as it Cleans

Electrical Testing Instrument

Electrical Merchandising, February, 1924

The "Portostat" of the Forest Electric Company, Newark, N. J., is marketed as a complete electrical testing instrument, being a combination discharge test set for storage batteries and a trouble locator for the entire automotive electrical system—batteries, generators, starters and wiring.

Non-Liquid Storage Battery

Electrical Merchandising, February, 1924

The American Storage Battery Corporation of the American Batteries, Inc., 111 Broadway, New York City, has introduced a non-liquid storage battery for starting, lighting and ignition. The outstanding advantages of this type of battery, as pointed out by the manufacturer, are that it requires no water, will not corrode, contains no liquid acid to spill or leak, and will not shed plates as the oxides are held by a semi-solid electrolyte.

Wall Lantern

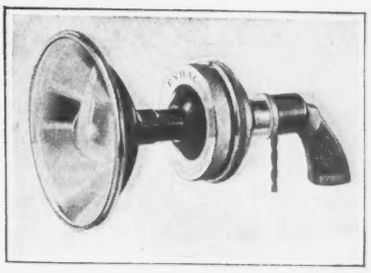
Electrical Merchandising, February, 1924

The Herwig Art Shade & Lamp Company, 2140 North Halsted Street, Chicago, Ill., is the manufacturer of a new wall pocket lantern for outdoor use. It is known as No. 150 and may be obtained in two finishes, dull black with crystal moss glass or dull green with amber glass. The size is 7 in. by 13 in. and it is made to take a No. 61988 sign socket.

Automobile Spotlight with Through-the-Windshield Control

Electrical Merchandising, February, 1924

Easy, instantaneous control of light from the driver's seat is made possible by the use of the spotlight made by the Fyrac Manufacturing Company, Rockford, Ill. The device operates on a ball swivel and is designed to give a clear penetrating light in any direction for 1,500 ft. and to remain in any position desired.



Kitchen Lighting Unit

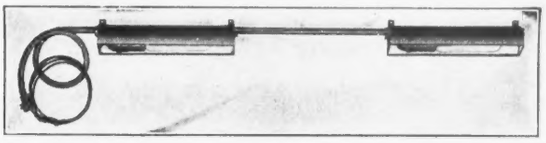
Electrical Merchandising, February, 1924

The type X.C.K. fixture is the most recent addition to the line of the Mitchell Vance Company, Inc., 503 West Twenty-fourth Street, New York City. The unit was designed for use with the 150-watt lamp, to provide adequate illumination for the very large kitchen though it can be easily adapted for use in the small kitchen by using the 100-watt lamp. The fixture is supplied with or without a self-contained pull chain switch, as desired.

Show-Case and Wall-Case Reflectors

Electrical Merchandising, February, 1924

The "Day-Brite" reflectors made by the Day-Brite Reflector Company, 703 South Broadway, St., Louis, Mo., are designed to fit cases with either square or curved ends, wood-frame or all-glass. Any number of reflectors for any size case may be employed. The length of each reflector is 9 in. The show-case type is finished in statuary bronze while the wall fixture is finished in dull black. All units are designed for use with the 25-watt, 110-volt, clear, tubular Edison lamp with standard base.



Heavy Duty Portable Elevator

Electrical Merchandising, February, 1924

The New Hi-Lo tructor of the Elwell-Parker Electric Company, Cleveland, is made not only to pick up, transfer and set down a loaded skid, but to carry a load from the floor to any height up to 6 ft. The tructor is 112 in. long, 95 in. high and may be driven through a 3-ft., 6-in. doorway. It is designed to travel at 300 to 400 ft. per minute and to hoist at a speed of 5 to 6 ft. per minute.

Curling Iron and Waver

Electrical Merchandising, February, 1924

A truly "elite" model of the popular electric curling iron is the "Gold Beauty" made by the National Electric Appliance Company, 727 East One Hundred Twenty-Fifth Street, Cleveland, Ohio. It has a brass or copper channel, swedged in the handle to prevent turning; bone button; Nichrome resistance wire; easily-removable clamping jaw, and is finished in gold plate.

Cabinet-Enclosed Radio Set

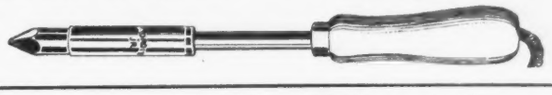
Electrical Merchandising, February, 1924

The new XL model of the Crosley Manufacturing Company, Cincinnati, Ohio, is a decorative article of furniture as well as a radio set. Behind the left-hand door of the cabinet is the radio panel and behind the right-hand door the loudspeaker and amplifying sound chamber. In the rear of the cabinet, easily accessible by raising the hinged lid, is ample room for six or eight dry cells to supply the filament current and a shelf for the necessary "B" batteries. Two silk-covered wires, one to the antenna and the other to suitable ground connections, are the only outside connections on this receiver. The set uses four vacuum tubes and provision is made for head phones and plug to tune in on three tubes when it is desired to use head phones.

Electric Soldering Iron

Electrical Merchandising, February, 1924

Special tips are provided for the electric soldering iron made by the Adroit Tool Company, 14 Front Street, New York City, to render the tool as practical as possible for the type of work to be performed. The elbow tip is for use in places where a straight tip is not satisfactory, as corners, inside of coils, etc.; the pencil tip for general radio work, light electric wiring, etc.; and the standard tip for general household use, pots and pans, automobile, light factory work, etc. The iron is 10 in. in length and is designed for use on a.c. or d.c. circuits not exceeding 120 volts.



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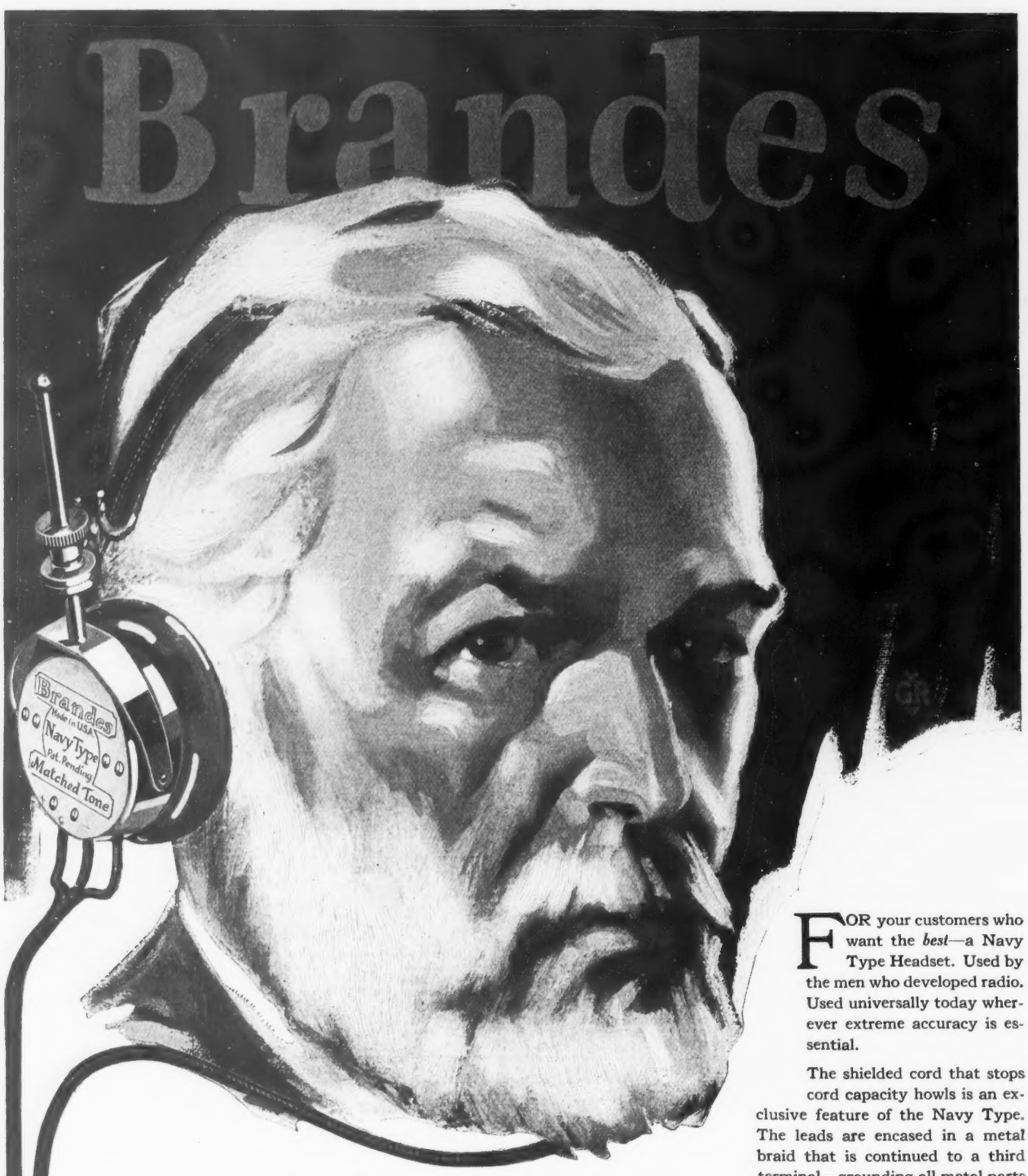
Brandes



FOR your customers who want the *best*—a Navy Type Headset. Used by the men who developed radio. Used universally today wherever extreme accuracy is essential.

The shielded cord that stops cord capacity howls is an exclusive feature of the Navy Type. The leads are encased in a metal braid that is continued to a third terminal—grounding all metal parts of the receivers and assuring purest tone.

This layout will appear as a full page ad in the Saturday Evening Post and a dozen other powerful papers.

Matched Tone

TRADE MARK REG. U.S. PAT. OFF.

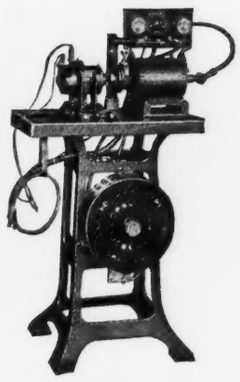
Radio Headsets

C. BRANDES, Inc., 237 Lafayette St., New York City

© *C. Brandes, Inc., 1924*

New Merchandise to Sell

(*Continued from second page preceding.*)



Electric Test Unit

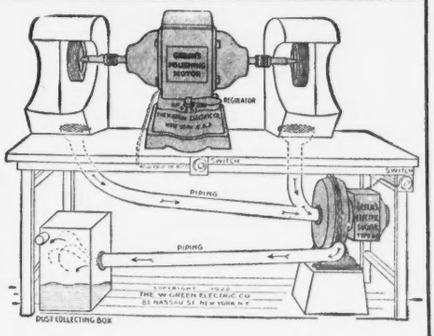
Electrical Merchandising, February, 1924

Model TF-6 motor-driven unit illustrated was designed by its manufacturer, the Service Products Company, Springfield, Ohio, to test the Lincoln and Ford motors and generators and more than 75 per cent of the electrical equipment now in general use. It has a variable speed, universal type, a.c. or d.c. motor, with a range of 300 to 3,000 r.p.m. Its weight is 199 lbs. and it takes up floor space of 22 in. by 17½ in.

Buffing and Polishing Motor with Dust-Collecting Sucker and Exhauster

Electrical Merchandising, February, 1924

The electric sucker used with the buffing motor made by the W. Green Electric Company, 81 Nassau Street, New York City, can be used, if desired, as an ordinary suction motor for pressure blowing, sand blasting, etc., independently of the polishing motor and dust-collecting hoods. The outfits come in ten sizes, from ¼ hp. to 3 hp. and are made in both direct and alternating current.



Mast Seat for Radio Aerial

Electrical Merchandising, February, 1924

Radio fans who are seeking the highest point available for antenna or aerial will be interested in the "Bull Dog" aerial mast seat brought out by the Mast Seat Manufacturing Company, 119 Fifth Street, S. E., Minneapolis, Minn. It is made for installation on the roof of any building, and the hinged type is adjustable to any pitch of roof. A holder for "lead in" support is provided on the same base.

Cabinet-Enclosed Radio Set

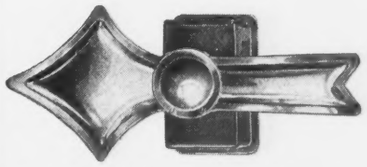
Electrical Merchandising, February, 1924

All batteries and connections of the new "Radio Grande" developed by the United Manufacturing & Distributing Company, 9705 Cottage Grove Avenue, Chicago, are contained in the lower portion of the cabinet. The horn is of clear wood and extends up the entire height of the cabinet, opening out through the grill work on top. The cabinet itself is about two-thirds the size of the ordinary victrola and may be obtained in mahogany or walnut finish. The set is a 4-tube unit consisting of one stage of tuned impedance, radio frequency amplification, detector, and two stages of audio amplification.

Table Stove

Electrical Merchandising, February, 1924

A recent addition to the "Hotpoint" line of the Edison Electric Appliance Company, Chicago, is the new table stove which has 36 sq.in. of cooking surface and is made to toast, boil or fry. By simply loosening a latch the stove is easily disassembled. Its wattage is 660, its weight 2¼ lbs. and it measures 6 in. by 6 in. by 2½ in. high.



Illuminated Stop and Direction Signal for Automobiles

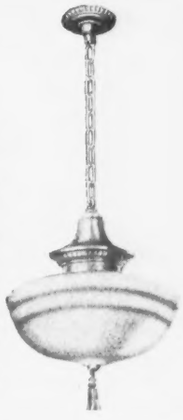
Electrical Merchandising, February, 1924

By touching a button on the steering wheel the signal illustrated is converted into an illuminated arrow to indicate a right or left turn to the cars behind. But it is also a "stop" signal, for it automatically wig-wags its "stop" warning when the brake is applied. It may be mounted on left rear fender or over license plate bracket. The manufacturer is the Kay Bee Manufacturing Company, 3508 South Park Avenue, Los Angeles, Cal.

Commercial Lighting Fixture

Electrical Merchandising, February, 1924

The "Classic" type fixture of the Central Electric Company, Chicago, was designed primarily for use in shops and stores where soft tints in the finish of cases, display counters and cabinets are employed. The unit is finished in French gray with a small amount of gold high light but may be obtained in other finishes if desired.



Variocoupler

Electrical Merchandising, February, 1924

The primary winding of the "Lanco" 180 deg. variocoupler made by the Lanco Coupler Company, 741 Woolworth Building, Lancaster, Pa., is air-insulated and the inductance, it is declared, is varied by a contact arm which moves over the winding, tapping 90 per cent of the turns, thereby eliminating inductance switches, contact points and soldering of taps. The coupler is furnished with black dials but mahogany, vermillion, brown or any other color may be obtained by special order.

Grinding and Buffing Motor

Electrical Merchandising, February, 1924

A new utility device, the "Grind-R-Buff," a cleaning, grinding and buffing motor, has recently been brought out by the Wagner Electric Company, 50 Church Street, New York City. It has a ¼ hp., 110-volt, 60-cycle enclosed motor, complete with 5-in. grinding wheel, 6-in. buffing wheel and 10-ft. weatherproof cord with separable screw plug.

File these items on 3x5 in. cards every month, to keep your stock index up to date.

Gossip of the Trade

(Continued from page 4139)

The Gray Wolkan Electric Company of Cleveland, Ohio, has been organized with a capital of $10,000 to deal in electrical supplies and appliances.

Williamson's Electric Hardware Company, Providence, R. I., has been formed with a capital of $75,000 by Leroy A. Williamson, Allendale, R. I., C. R. Lindley and Cecil J. Hunter.

The Prestile Electric Company has been incorporated at Blaine, Me., by Fred C. English, Leid M. Rideout and Linwood B. Rideout.

The United States Electric Corporation, Springfield, Mass., is a new organization recently formed by H. Philnick, 31 Morgan Street, Springfield, and Benjamin J. Selig.

George Cook, who for the past eight years has been city electrical inspector of El Paso, Tex., and who recently took over the Rogers Electric Company, 315 Texas Street, El Paso, has changed the company name to the C. & C. Electric Company. He has moved to new and enlarged quarters at 600 North Stanton Street where he will conduct a general electrical contractor-dealer business.

The International Commercial Company, with offices in the Mills Building, El Paso, Tex., has recently been formed to act as manufacturers' representative in the territory embracing west Texas, New Mexico, Arizona and Mexico.

The Manufacturers Distributing Company, manufacturers' agent, with main office at 291 Broadway, New York City, and branch offices at Philadelphia and Buffalo, announces the removal of its Philadelphia office to a new building at 2238 North Twenty-eighth Street.

The Electrical Reflector & Novelty Company, 28 West Thirty-first Street, New York City, has made the necessary arrangements to add 10,000 sq.ft. of manufacturing space to its factory.

The Standard Stove Company, having outgrown its plant and facilities in Toledo, is planning to move to new factory quarters at Goshen, Ind.

The Fitzgerald Manufacturing Company announces that contracts have been let for an addition to its factory at Torrington, Conn. The new structure will be approximately 300 ft. long and two stories high and according to present plans will be ready for occupancy April 1.

A. E. Tregenza has resigned his position as general sales manager of the Economy Fuse & Manufacturing Company, Chicago, but has not made known his plans for the future. Mr. Tregenza was associated with the company as general sales manager for the past eleven years.

The Goldschmidt Corporation, 15 William Street, New York City, importer in the United States and Canada of the N. & K. head phones, announces the appointment of Harry E. Sherwin as marketing manager. Mr. Sherwin was for many years associated with Robert H. Ingersoll & Brother, both in this country and abroad and was also sales manager of the A. C. Gilbert Company of New Haven.

The Killark Electric Manufacturing Company, St. Louis, Mo., is now represented in New York State and the New York City metropolitan district by George C. Knott, 67 Park Place, New York City. Mr. Knott was formerly with Hatheway & Knott, eastern sales representatives for the Killark Company, for the past eight or ten years.

Charles Kentler & Company, Inc., 136 Liberty Street, New York City, writes: "We are interested in developing export sales of electric irons, electric hot-plates, vacuum cleaners, etc., and would like to hear from manufacturers of these items."

The M. S. Weisman Brass Company, New York City, is now located in new quarters at 123-125 Bleecker Street, on the northwest corner of Wooster Street.

The Waage Electric Company's offices, including company executive offices, purchasing and accounting departments, have been moved to the new factory at 5100 Northwest Ravenswood Avenue, Chicago.

The Union Electrical Supply Company, Boston, Mass., is a new Massachusetts organization recently formed at Boston by S. Kaufman and A. Seserman.

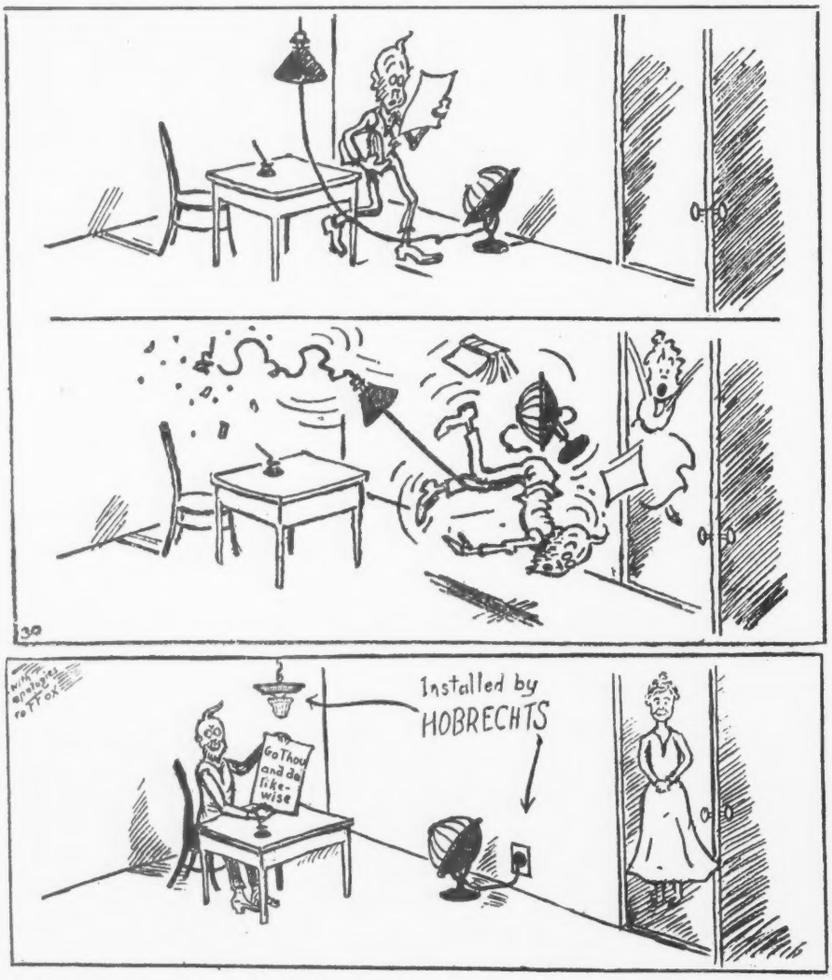
The Stuart Electric Company, Boston, Mass., has been incorporated by L. J. Podder, Max Podolsky, 178 Vine Street, Everett, Mass., and E. J. Podder.

The Champlain Electric Supply Company, Pittsfield, Mass., has been formed, with a capital of $50,000, by George H. French, 51 Livingston Place, Pittsfield, Malcolm G. Clark and Douglas G. Clark.

The Active Electric Company, of Cleveland, Ohio, has been organized to operate a retail electrical store.

The Electric Maintenance Service Company is a new organization recently formed at Bridgeport, Conn., with a capital of $50,000. The incorporators are Walter N. Burr, C. J. Grimm and Edgar S. Banks.

How Hobrecht Made Use of the Comic Strip



It has been figured that the department of the newspaper which is most universally read is the comic strip. There are families which subscribe to two or more papers for no other reason than because different members of the household differ in their tastes as to the characters.

J. C. Hobrecht of Sacramento, Cal., borrowed an idea from one of these cartoons and added a touch or two of his own to point the moral. It is safe to say that no advertisement ever run by the company ever attracted more attention than did this one.

The Home Electrical

Section of *Electrical Merchandising*

In Two Sections—Section Two

hatever the Weather Outside—
ectricity Means Comfort Indoors

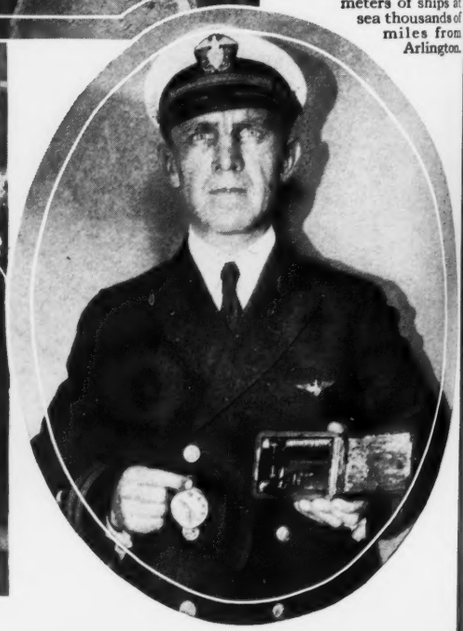
Winter Days Are Busy Days for Electricity

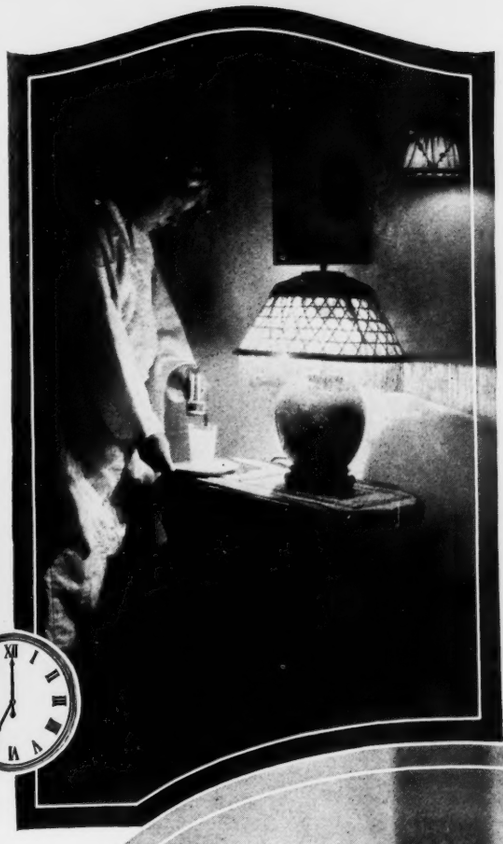
Orange, N. J.—Thomas A. Edison gets ready for his 77th birthday February 11, which he will celebrate as usual by punching in on the Laboratories' time-clock for one of his regular 14-hour workdays. "Take a day off? Huh! Haven't time!"

Baldwin, Long Island — Roses in February are now being grown for the New York market under the artificial sunshine of these powerful electric lights. Using electricity, plants can be forced three weeks ahead of normal growth and brought to maturity at any given date. (*Below*)

Palm Beach, Fla., Right in New York —Elizabeth Mackay did not have to go to Palm Beach to get a Florida tan. Here she is shown taking on the desired color from the rays of a 25,000-cp. lamp. (*Below*)

San Francisco, Cal.— A watch that automatically sets itself each noon via radio is the startling invention of Lt. John W. Iseman, U.S.N.R.F., who hopes to perfect a device to automatically correct and regulate chronometers of ships at sea thousands of miles from Arlington.





Running the Home on an Eight-Hour Day

By Mrs. Homer Croy

BECAUSE one's husband is a well-known novelist and author of one of the year's best-sellers, might be enough claim to fame for any ordinary woman. But Mrs. Homer Croy is herself a noted home economist and writer for women's magazines. And we asked her to take us through a typical day in her home, as well as to suggest a time-table for the homemaker, based on the use of time-saving electrical devices, chiefly because we knew she practices her theories in her own household. The time-table on the next page is adapted from the daily routine followed in the delightful Croy home at Forest Hills, L. I., where "West of the Water Tower" was written.—Editor.

My immersion heater makes it unnecessary to go to the kitchen on a cold morning to warm the baby's milk. Instead, I set the milk near the open window before retiring, to be warmed at the rising hour by placing the heater in a glass containing the required amount of milk. Since heat rises even in a glass of milk, the milk circulates in the glass and there is no danger of scalding a part of the milk while some of it remains cold.

In our household, where the morning's mail is a mutual and a very vital interest, it is a delight to both my husband and myself to use electrical cooking apparatus and not be bothered by the constant appearing of a domestic just at a moment when the topic of conversation is of a private nature. On days when waffles are served, the electric waffle iron replaces the electric grill, shown here in the act of broiling the bacon and making the toast.

My husband says I mak
discard clean clothing just t
something to wash in the
washer! There is a differe
opinion about that, but w
clothes with the washing ma
such an easy, clean and self-r
ing task, that I always enjoy
day. Even were the work
or fatiguing, I would be
repaid when I saw the bi
brought in soft and fluffy.
nine by twelve rag rugs
washer. And, with two
children in the family, our wa
used nearly every morning.

A Homem Tim

For a Family Small
Suggested Homer

Time	
7 to 8 a.m.	Warm the baby and children, prepare bre
8 to 9 a.m.	Breakfast with children, doing most of co
9 to 12	Wash dishes, d upstairs work. *Monday*—Wash blankets, rugs, etc. *Tuesday*—Iron. *Wednesday*—Cl roughly, using vacuum draperies, mattresses. *Thursday*—Cle throoms, polish silver. *Friday*—Clean ly. *Saturday*—Clea
12 to 12.30 p.m.	*Rest*—Lying d
12.30 to 1.15 p.m.	Prepare and e shes.
1.15 to 2 p.m.	Prepare certai fireless cooker, others f pressure cooker for dinner. Do small extra vacuum cleaner.
2 to 5.30 p.m.	*Off duty*—Dr receiving callers, reading, Children are in care of a vi ternoon.
5.30 to 7 p.m.	Prepare dinner family, wash dishes.
7 to 11 p.m.	Evening's ente ily and friends at home.

A beautiful, glossy finish is acq
ironing linen with the *right* side
the "shoe." Those who prefer a
finish will be delighted with the
ance of the linen if the right side
to the roller when ironing. At le
fourths of the week's ironing ca
on the electric ironer, and in le
fourth of the time required for i
hand. The electric hand iron to
rest makes an enthusiastic work
a lazy person. I usually sit d
ironing on the machine.

e sewing was
ade simple an
c motor. In a
clothing is m
aced to a littl
here is no mo
than is requi
ng ready-mad
at home will
at two or thre
ready to we
ary for operati
pedal and guid

The joy of a vacuum cleaner lies only in being able to clean thoroughly, and to do that cleaning without having to resort to working hose and cap, but in having the house remain clean longer than if the dust and dirt were swept up with a broom to fly all over the room and settle on rugs, walls and furniture. The vacuum cleaner is perhaps the best known of all our labor-saving devices for women, and the satisfaction it affords has done much to convince us women of the wisdom of experimenting with the other devices.

Time-Table

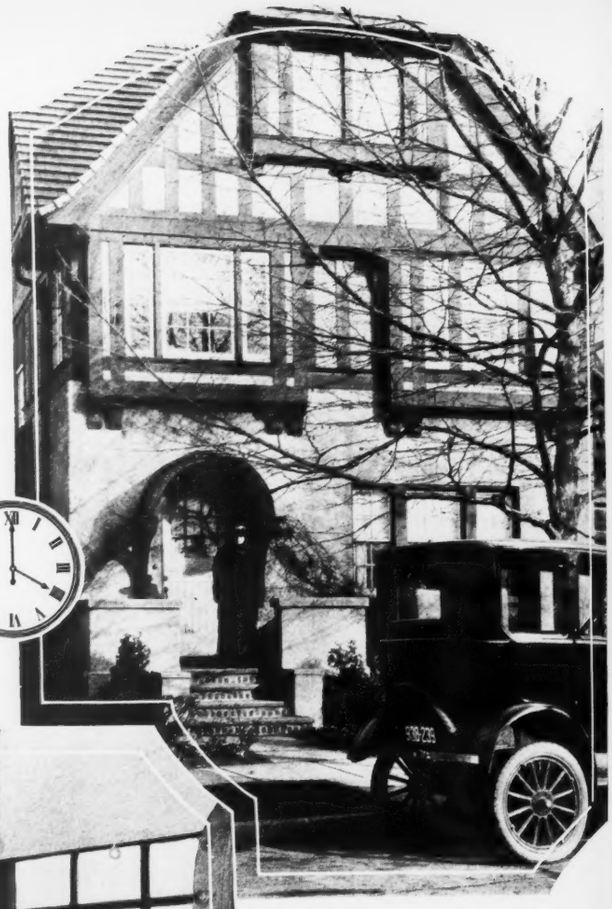
Small Children

Homer Croy

	Electrical Helps
and chil-	Immersion heater. Radiant heater.
children,	Electric percolator. Toaster, grill or waffle iron.
upstairs	Electric dishwasher.
g blank-	
roughly, draperies, throoms, ly.	Electric clothes washer. Electric flat iron. Electric ironer. Sometimes fan for drying clothes on rainy days. Vacuum cleaner with attachments. Silver buffer.
lishes.	Electric grill, percolator or samovar. Dishwasher.
ic fireless pressure vacuum	Electric fireless cooker. Electric pressure cooker. Electric kitchen unit. Electric refrigerator. Vacuum cleaner.
receiving Children ternoon.	Electric curling iron. Electric tea things. Electric sewing machine.
family,	Percolator. Dishwasher.
ily and	Radio. Electric phonograph or electric piano.

ere sewing was hard labor, but today made simple and easy because of the ic motor. In a family where all the e clothing is made at home, the cost ced to a little more than a third, there is no more time required for than is required for shopping and ing ready-made clothes, for clothes at home will last twice as long as at two or three times the cost purd ready to wear. The only work sary for operating is to place the foot e pedal and guide the material.

To leave the home for an afternoon's outing brings a thrill of pleasure that never could be attained if it were not for electrical labor-saving devices, and I personally feel that we women owe a debt of gratitude to those men who have had the vision and the courage to start in the field of making labor-saving devices for women. And it is to the men of the household that many women owe the suggestion of installing labor-saving devices. My husband suggested the installation of our devices, though the one that benefits him most was the last one to be installed—the electric heat regulator for starting the furnace fire before dawn, while he is still asleep.



Our first desire for a home came of wanting our friends with us. But company, even for dinner, became laborious when it meant extra dishes to wash. With the electric dishwasher, dishes for ten can be washed almost as quickly as dishes for two, and, on the maid's day out, company is welcome just the same, the electric fireless cooker and electric pressure cooker preceding the dishwasher and sharing in the welcome to the guests. Incidentally, since hands are not placed in the dishwater, they are not made rough and red in performing what was once the meanest of all household jobs.

From One Electrical Housekeeper to Another

CLEANING "TUFTED" FURNITURE

I find my "vac" particularly handy for cleaning mattresses, and to get crumbs, bits of thread and other particles from around the buttons of tufted furniture. In the old days, I had to tip the furniture to get these things out.—Mrs. Harry Haid, Abilene, Kan.

FROM A SUPREME COURT JUSTICE'S WIFE

A double electrical connection at my bedside gives me light at night to take medicine by, and enables me to connect the heating pad myself.—Mrs. J. T. Johnson, Oklahoma City, Okla.

NO MORE FROZEN PIPES!

I've found a new use for my electric heater—keeping the water from freezing on cold winter nights.—Mrs. Percy Mull, Westport, Conn.

FRENCH TOAST—A NEW WAY

My family likes French toast for breakfast, made on the electric toaster as follows: Use twelve slices of white bread, 1 cup milk, 2 eggs, salt and pepper. Beat eggs slightly, add salt, pepper and milk. Pour into soup plate and dip each slice into mixture. Let stand, spread on a platter, for half an hour. Butter toaster bars and toast on both sides. Serve hot.—Miss Frances Muller, Flushing, N. Y.

HAVE YOU A SUGGESTION FOR OTHER HOUSEKEEPERS?

Five dollars will be paid for each accepted suggestion of a new and practical way to use electrical labor-savers, discovered by a housekeeper in her own home. Send suggestions to

"The Home Electrical"
Tenth Ave. at Thirty-sixth St.
New York City

Electricity in Stellar Roles

The White House had its "Tree of Light" this Christmas—all the way from Vermont woods it came, to exchange its mantle of snow for a robe of 2,000 sparkling electric lights. In the dedicatory group, shown in the picture, are President Coolidge (pressing the switch) and William L. Goodwin of the Society for Electrical Development.

What "going on the road" meant to stage folk before the advent of electric toasters and percolators, Florence Nash shudders to remember. Her own, at any rate, are always with her. She is now touring the Middle West in "Merton of the Movies."

"Gosh, I hope all movie fans never develop as bad a radio craze as mine," says Jack Holt, Paramount star—"otherwise no one would ever come to see me in the movies!"

Old things may be the loveliest, and all that, but we note that Carol Dempster, starring in the new Griffith film, "America," would have nothing to do with the old-fashioned curling iron; she would permit only its electrical usurper to touch her glorious Colonial coiffure!

Home Electrical,
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New York City